

LEADING LIFE INSURANCE WEEKLY

The National Underwriter

LIFE INSURANCE EDITION

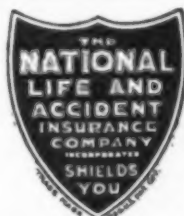
FRIDAY, SEPTEMBER 2, 1927

THE SHIELD COMPANY

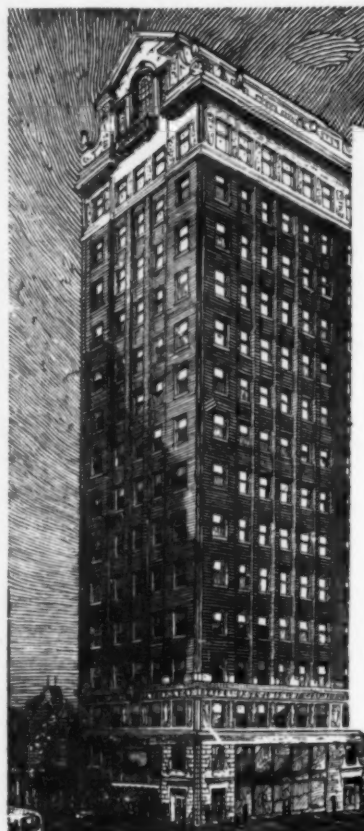
THE NATIONAL
LIFE & ACCIDENT INSURANCE CO.
(INCORPORATED)

NASHVILLE :: :: TENNESSEE

*THE SHIELD MAN HAS A FULL LINE OF
INDUSTRIAL LIFE, HEALTH AND ACCI-
DENT, AND ORDINARY LIFE POLICIES.*



1902—1927



Central Life Insurance Company

Of Illinois

Liberal General Agency Contracts offered

To High Class Salesmen and Organizers

Who are prepared to capitalize

its Practical Sales Service, including:

Profit Sharing Banker's Plan Circularizing Campaign

Practical Sales Course

which attracts and equips new representatives.

Participating and Non-Participating Policies,
Child's Policies from date of birth, Mortgage Coverage,
Non-Medical, Preferred Risk Policies.

Dividend factors, mortality 1924-26, 34%. Ratio, assets to liabilities, 1.11%, interest earned on mean invested funds, 6.03%.

Operating in twenty-two states with excellent General Agency openings in

COLORADO
FLORIDA
INDIANA

MICHIGAN
MISSOURI
OHIO

PENNSYLVANIA
UTAH
WYOMING

W. H. HINEBAUGH, President

W. R. WILSON, Vice-Pres. & Agency Dir.

S. B. BRADFORD, Secretary

HOME OFFICE BUILDING
720 N. MICHIGAN BLVD.

CENTRAL LIFE INSURANCE
COMPANY OF ILLINOIS
CHICAGO



A New Plan to Solve An Old Problem

How to gain the confidence of new prospects is an old problem.

The Ohio National Life Juvenile Policy helps to solve this important problem.

The policy is issued at birth and up to age 11 in amounts from \$1,000 to \$10,000, with premium waiver in event of total disability or death of the father.

Every father is interested in his boy or girl. The juvenile policy is something for his boy or girl. He is interested. You get his confidence and he places all his life insurance with you.

The Juvenile Policy is only one of the many services that makes it "Pay to Tie Up with the Ohio National."

General Agent wanted at Dayton, Ohio.—Other valuable territory open.

THE OHIO NATIONAL LIFE
INSURANCE COMPANY
CINCINNATI, OHIO

T. W. Appleby
President

E. E. Kirkpatrick
Sup't. of Agents



**Other
Openings at:**

St. Cloud, Minn.

Duluth, Minn.

St. Paul, Minn.

Litchfield, Minn.

Superior, Wis.

Appleton, Wis.

Oshkosh, Wis.

Kenosha, Wis.

Janesville, Wis.

Wausau, Wis.

We have three general agency openings in Minnesota as follows:

Agency for Traverse, Grant, Stevens, Bigstone, Swift, Pope and Douglas Counties.

Agency for Norman, Clay, Wilkin, Becker and Ottertail Counties.

Agency for Freeborn, Mower, Steele, Dodge and Olmsted Counties.

Our contract reads:

"Renewals once earned shall be nonforfeitable and vested in you or your estate." Are you offered this?

We have paid dividends to policyholders for seventeen consecutive years.

We have the opportunity for the right kind of man.

If interested, write to the undersigned. All correspondence strictly confidential.

N. J. FREY, President
Madison, Wisconsin



GENERAL AGENTS

Capable men desiring to build their own General Agencies may obtain exclusive territory of their own choice with this progressive young company. We accept all classes of life risks, age one day to 65 years. Our best uncontracted territory includes:

INDIANA—

South Bend
Elkhart
Terre Haute
La Porte
Michigan City

OHIO—

Lima
Toledo
Dayton
Marietta
Springfield

MICHIGAN—

Calumet
St. Joseph
Kalamazoo
Marquette
Battle Creek

ILLINOIS—

Peoria
Mt. Vernon
Springfield
Murphysboro
Rockford

IOWA—

Waterloo
Mason City
Sioux City
Council Bluffs
Dubuque

MISSOURI—

Joplin
Springfield
Cape Girardeau
Jefferson City
Moberly

For further information communicate with

A. O. Hughes, Vice-President in Charge of Agencies

Farmers National Life Insurance Company
OF AMERICA

3401 South Michigan Ave., Chicago, Illinois

ARKANSAS

The Land of Opportunity

For Men and Women who seek liberal Agency Contracts with a Progressive Company.

J. W. Middleton, Jr., is our Manager for Western Arkansas and Eastern Oklahoma, with present headquarters at Mena, Arkansas

Write him in confidence and let your first letter tell what you can do.

LOUISIANA STATE LIFE
Insurance Company

HOME OFFICE
SHREVEPORT, LA.

IRA F. ARCHER
Superintendent of Agencies

Central States Life Insurance Company

ST. LOUIS, MO.

Agency Openings in

| | |
|------------|--------------|
| ARKANSAS | MISSOURI |
| CALIFORNIA | MONTANA |
| COLORADO | NEBRASKA |
| FLORIDA | NEW MEXICO |
| IDAHO | OKLAHOMA |
| ILLINOIS | SOUTH DAKOTA |
| KANSAS | TEXAS |
| MINNESOTA | UTAH |

WYOMING

□

*All Ages up to 65
Participating and Non-Participating
Standard and Sub-Standard
Disability and Double Indemnity*

ASSETS: \$10,000,000

INSURANCE IN FORCE: \$90,000,000



"and gentlemen, every year this policy pays thirty-five accident and health claims to every 100 policy-holders"

REACHING this climax in his presentation he watched a new interest suddenly light in their eyes.

Duty . . . obligation . . . pride . . . usefulness . . . all these had been brought into the interview, but even as he talked, he wondered how often before these men had been subjected to this thread-bare canvass.

Suddenly he swung his sales talk into Perfect Protection. "Thirty-five in every hundred living policy-holders receive benefits every year!" A crisp idea . . . new and impelling . . . tangible . . . actual . . . convincing.

The reaction was instantaneous

and the deal closed a few moments later.

The average man appreciates his obligations. He is proud of those near and dear to him. He realizes the many uses to which life insurance can be put.

But, the insuring public is essentially selfish, for men are so constituted!

How often your prospect has balked your most powerful arguments because you could not show how he, himself, would benefit!

Perfect Protection Men from coast to coast are subject to no such barrier to sales efficiency. Accurate records maintained by the most rep-

resentative among them over fifteen years, show that from 25% to 40% of their life insurance sales have depended solely on the powerful pulling power of the Perfect Protection Policy.

This policy, originated by the Reliance Life, is intended for the discriminating buyer, entitled to his own convictions, who thinks of insurance in terms of self benefit.

Furthermore, the flexibility and adequacy of Perfect Protection meets every requirement of the underwriter intent on providing the highest and most advanced type of personal protection to those he serves.

"Sell Perfect Protection and you'll sell more life insurance"

Write today for the booklet, "Selling Perfect Protection," which gives other important reasons for Perfect Protection popularity.

RELIANCE LIFE



RELIANCE LIFE INSURANCE CO. of PITTSBURGH : FARMERS BANK BUILDING · PITTSBURGH, PA.

The National Underwriter

LIFE INSURANCE EDITION

Thirty-first Year, No. 35

CHICAGO, CINCINNATI AND NEW YORK, FRIDAY, SEPTEMBER 2, 1927

\$3.00 Per Year, 15 Cents a Copy

INTEREST IN REPORT TO BAR ASSOCIATION

Insurance Committee Omits
Agency Qualification and
Residential Restrictions

W. H. BENNETT PROTESTS

National Association of Insurance
Agents Declares That Cognizance
Should Have Been Taken

BUFFALO, Aug. 31.—A proposed legal code to establish uniformity in the insurance regulatory laws of the various states is one important matter scheduled to come before the annual three-day convention of the American Bar Association which opened here today. The final draft of the proposed code, which has been printed in full for the members, will be presented by William Bro-Smith, vice-president and general counsel of the Travelers, who is chairman of the committee on insurance law appointed by the Bar Association. Among other members of the committee are included H. M. Garwood of Baker, Potts & Garwood, Houston, Tex.; Attorney-General Jay R. Benton of Massachusetts; Alfred Hurrell, vice-president and general counsel of the Prudential, and David Rumsey, New York city attorney, formerly connected with the Continental Fire group.

Code Submitted for Suggestion

Before the final draft was drawn, the committee carried out instructions received at the Denver convention of the Bar Association last year to submit the proposed code to the National Convention of Insurance Commissioners and other interested parties, including the National Association of Insurance Agents, for suggestions and criticisms. At that time Secretary-Counsel Walter H. Bennett of the National Association of Insurance Agents presented arguments to persuade the committee to include agency qualification and resident agency laws in the proposed code. His arguments did not prevail, however.

Wants Agency Qualification Law

But he is present at the convention here in another attempt to explain to the drafters of the code the importance of including provision in the code for the vital questions of agency qualifications and resident agencies. Citing that section of the proposed code which is headed "Agent's Certificate of Authority," which merely provides that companies shall certify a list of names of agents to the commissioner who shall record them, thereby duly authorizing them as agents, Mr. Bennett contends that there is need of proper regulation and supervision of insurance agents, and that if there is no such need the gesture of recording names in a commissioner's book is idle and the subject might as well be omitted entirely.

The committee's conclusions on these

AGENTS LICENSE ISSUE SETTLED BY A RULING

TAGGART'S STRONG STAND

Pennsylvania Commissioner Outlines
the Position the State Insurance
Department Will Follow

HARRISBURG, PA., Aug. 31.—An agent's license ruling as strong and comprehensive as that adopted in any other state was issued here today by Commissioner Matthew H. Taggart, who declared his intention of issuing such a ruling soon before the meeting of the Pennsylvania agents at Reading last week. The new ruling, which fills a longfelt need, as repeatedly pointed out by the "Pennsylvanian," the official organ of the Pennsylvania Association of Insurance Agents, forbids the licensing of any corporation to write insurance unless the corporation is authorized by its charter to engage in the insurance business.

Banks Are Prohibited

Furthermore, no licenses hereafter will be granted individual officers or employees of banks. Not only is the bank agency question thus settled, but the ruling also will put an end to the unrestricted and indiscriminate appointment of agents, for it provides that all applicants for insurance licenses will be required to pass written examinations on the forms they intend to write, as well as on the state insurance laws and the ethics and standards of the business. The state is divided into a number of sections, in each of which license examinations will be conducted by members of the insurance department.

Old System Was Thrown Out

Under former Commissioners Thomas B. Donaldson and Samuel P. McCulloch, licensing of agents was in the hands of advisory boards established by the former. This system gradually broke down and was finally abolished by Commissioner Taggart's predecessor, Einar Barford, who took exception to a system under which agents were passing upon the rights of competitors to be licensed and declared, furthermore, that the commissioner had no authority to delegate his police duties to men who were not under oath or on salary. Since that time licensing of agents in the state state has practically been unrestricted, an unfortunate state of affairs which the new qualification ruling will quickly set to rights, Mr. Taggart feels.

matters are set forth in the introduction to the proposed legal code to be presented here, which reads in part as follows: "As to the adequacy and sufficiency of the several chapters of regulatory law or as to the general arrangement and scope of the measure, the committee received no complaint, barring one plea on the part of the National Association of Insurance Agents for a change in the sections relating to the appointment and qualification of agents, and another from an insurance organization for a revision of the sections pertaining to supervision and regulation of insurance rates. In the opinion

(CONTINUED ON PAGE 25)

DEATH'S HAND HITS PRESIDENT MAGINNIS

WELL KNOWN IN FRATERNITY

Was Head of the Eureka Maryland
Assurance—Long Trained in the
Industrial Field

John C. Maginnis, president of the Eureka-Maryland Assurance of Baltimore, died last week at a hospital at Newport, Vt., following an operation for appendicitis performed Monday.

Mr. Maginnis was a unique figure in life insurance. He was born March 12, 1879 at Mt. Carmel, Pa. His first experience in the business began as an agent for the Prudential there in 1902. He was made assistant superintendent in the Shamokin district in 1904. Later he was made special assistant superintendent and assigned to New England territory. In 1909 he was made agency organizer in Boston. He resigned from the Prudential the following year to take the management of the Reading Mutual Life of Reading, Pa. In 1912 he merged that company with the Home Life of Philadelphia and became general manager of the company.

Started Stockholders Fight

In 1916 Mr. Maginnis left the Home Life to conduct a minority stockholders case in litigation against the majority interests of that company. In 1917 he organized the Conservation Company at Baltimore, a holding company which later purchased the Eureka Life of that city, Dec. 6, 1918. Mr. Maginnis became first vice-president and general manager, being elected president in January, 1920. During 1924 negotiations were entered into for the purchase of the Maryland Assurance, the running mate of the Maryland Casualty. The entire capital stock was purchased and the Eureka and Maryland were combined under the name of the Eureka-Maryland Assurance.

Was Man of Many Parts

Mr. Maginnis, having started in the industrial business, was always interested in that particular department. He was regarded as a man of ingenuity and fine business sagacity. Mr. Maginnis was a resourceful worker delving into many subjects and having many contacts. He contributed a number of articles on life insurance to the press. He wrote on outside subjects, frequently contributing to the Baltimore papers as well as those of other cities. During the year Mr. Maginnis married and went on an extensive honeymoon trip. Aside from his life insurance position he was president of the Woodbine Tanning Company of Maryland, director of the Talbott Tanning Company of Maryland, director of the Daily Record Printing Company of Maryland and chairman of the Bonding Commission, County Roads of Maryland.

Mr. and Mrs. Maginnis were spending their vacation in Vermont when Mr. Maginnis was overcome with an acute attack of appendicitis and failed to rally from the operation. He is survived by his widow, Mrs. Adelaide Maginnis, his daughters, Catherine and Marie, and three sons, John C. Jr., Paul and James.

NATIONAL CONVENTION PROGRAM COMPLETED

Details for Memphis Gathering
of Agents Oct. 11-14 Are
Given Out

FOLLOWS CENTRAL THEME

Galaxy of Notable Life Underwriters
Included in Four-Day
Conference

BOSTON, Aug. 31.—The program of the annual convention of the National Association of Life Underwriters to be held at Memphis, Tenn., Oct. 11-14, as prepared by Paul F. Clark of Boston, chairman of the general program committee, and Edward J. McCormack, of Memphis, chairman of the Memphis Life Underwriters Association entertainment committee, is now virtually complete. One or two speakers have yet to be heard from as to their acceptance of tasks assigned to them. No one has been secured as the feature of the big mass meeting with which it is hoped to close the convention on Friday night, but the committee has hopes of having a national figure for that occasion.

The topic of the convention as a whole is "Completing Life's Plan Through Life Insurance." The program in detail is as follows:

Tuesday, Oct. 11

9:30 a. m.—Business sessions of the trustees of the National Association of Life Underwriters.

2 p. m.—Business meeting of the executive committee of the National Association of Life Underwriters.

8 p. m.—Reception at the Hotel Peabody.

Wednesday, Oct. 12

9:30 a. m.—Second session of the executive committee of the National Association of Life Underwriters.

Afternoon Session

George D. Alder, president National Association of Life Underwriters, chairman.

2 p. m.—Singing, led by David E. Sprague, Boston.

2:15 p. m.—Invocation, Rev. Thomas F. Gallor, bishop of Tennessee.

2:20 p. m.—Address of welcome by Edward J. McCormack, chairman convention committee of Memphis Life Underwriters Association.

2:25 p. m.—Opening of convention by George Alder, president, National Association.

2:30 p. m.—"Completing Life's Plan Through Life Insurance," Hugh D. Hart, vice-president, Penn Mutual Life.

3 p. m.—"The American Agency System," Charles Hommeyer, superintendent of agencies, Union Central Life.

3:30 p. m.—Five minutes with "Dave" Sprague.

3:30 p. m.—"The American College of Life Underwriters," Edward A. Woods, Pittsburgh, Pa., president.

4:05 p. m.—Introduction of new managing director and general counsel of the National Association, Roger B. Hull.

4:20 p. m.—Introduction of special guests:

(a) The Association of Life Insurance Presidents.

(CONTINUED ON PAGE 26)

LIBERTY LIFE HOLDS ITS SIXTH CONVENTION

CONSTRUCTIVE WORK IS DONE

All Sessions Are Devoted Strictly to Business Matters—Speakers Are Numerous

Jesse Binga, president of the Binga State Bank of Chicago, has been elected to the directorate of the Liberty Life of Chicago and is made chairman of the board. Mr. Binga is one of the successful Negro financial business men of the city. The board has been enlarged, now comprising 18 members. Another new member is Archie A. Alexander of Des Moines, prominent contractor. The Liberty Life is operating in seven states.

President Overton's Greetings

At the agency convention last week President Anthony Overton of the Victory Life, the other Negro legal reserve the first session and made a talk bringing greetings from his organization. Roy L. Davis of Chicago, educational director of the Continental Assurance of that city, gave a talk on salesmanship. At one of the sessions Elmore Williams, supervisor at Kansas City, gave some of the fundamentals of success in the life field. He thinks, first of all, that a life agent must be strictly honest in order to gain the confidence of his constituents. He must give thought to his business. He must read and study about it. He must be thrifty. He should utilize his time and money to the best advantage. He should have sufficient self confidence in order to carry him along and must believe in himself. Mr. Williams said that an agent must build his own personality and be himself. He cannot imitate to good advantage.

Industry Is Requisite

He said that industry is a prime requisite. The plugger is usually the fellow who will make the greatest record in the end. He said that the eye must be set on a goal and must be ever kept there. There are but few people, he declared, who really are aiming at success. The great majority are inactive. Mr. Williams said if one will strive he will arrive.

Dr. M. O. Bousfield, president of the company, gave the welcome at the first session.

Sessions for Business

Delegates from all the Liberty Life's agencies assembled at the company's home office, Chicago, for the sixth annual homecoming convention last week. Except for the banquet that was given in the evening of the last day the sessions were devoted entirely to business matters, and much constructive work was done.

Speakers at the opening session were Anthony B. Overton, president of the Victory Life, Chicago, who welcomed the delegates to the city; Earl B. Dickerson, general counsel; Vice-President E. H. Carry; President M. O. Bousfield; and others. At the first afternoon session the agents and supervisors heard C. M. Cartwright, managing editor THE NATIONAL UNDERWRITER; Elmore Williams, supervisor Kansas City agency; W. Ellis Stewart, secretary, and Dr. Roy L. Davis.

Nonmedical Plan Discussed

Following the invocation on the second morning, Nathan Wright of the west Kentucky agency addressed the convention on "Advantages of the Non-medical Policy to the Salesman." His talk was followed by a half hour of informal discussion of the subject. "The nonmedical policy is a splendid means of making contact and opening the way to more insurance later," one agent said; another, "The policy helps meet industrial competition, which is the worst competition most colored life companies

AGENCY CONVENTION IS NOW BEING HELD

MANY SUBJECTS SCHEDULED

Central Life of Chicago Leaders Are Having Their Gathering at the Home Office

The program for the annual agency meeting of the Central Life of Chicago is announced. The business sessions are taking place at the home office building. The program is as follows:

Thursday, Sept. 1, 10 A. M.

S. B. Bradford, Chairman, Secretary Central Life Insurance Company of Illinois.

W. H. Hinebaugh, President, Central Life Insurance Co. of Illinois, "Central Life Family."

Wilbur M. Johnson, Actuary, Central Life Insurance Co. of Illinois, "New Policy Forms and Disability Clause."

S. F. Bradford, Auditor, Central Life Insurance Co. of Illinois, "Statements."

R. J. Burrows, Associate Counsel, Central Life Insurance Co. of Illinois, "The Application and Policy."

Chas. Nadler, Vice-President, Central Life Insurance Co. of Illinois, "Collections and Settlements," with Open Forum.

Dr. T. W. Burrows, Medical Director, Central Life Insurance Co. of Illinois.

Luncheon, 1 p. m., Drake Hotel.

2:30 p. m.—Theatre Party for Wives of Field Representatives.

Thursday, Sept. 1, 2:30 P. M.

W. Rolla Wilson, Chairman, Vice-President and Agency Director.

W. C. Murden, General Agent, Evanson, Ill., "Circularizing."

John B. Patterson, General Agent, Streator, Ill., "Direct Mail Advertising."

Frank Wixom, General Agent, Eagle Grove, Iowa, "Write It Right."

J. M. McGovern, General Agent, North Dakota, "Graphic Illustrations."

W. S. Fruland, Assistant Agency Director, Central Life of Illinois, "Home Office Helps."

W. A. Erckenbrack, General Agent, Watertown, S. D., "Meeting the Need."

Richard Schattinger, Matthew Walker Agency, Los Angeles, "Child's Policies."

Banquet, Drake Hotel, Thursday, Sept. 1, 7 p. m. President W. H. Hinebaugh, Toastmaster.

Ed. Wilkerson, State Agent, Texas, "What's the Matter With Texas?"

Matthew Walker, Manager, Southern California, "Why I Sell Life Insurance."

C. M. Cartwright, The National Underwriter, "Why Life Insurance."

S. B. Bradford, Secretary, Central Life of Illinois, "Ends and Odds."

W. Rolla Wilson, Vice-President and Agency Director, Central Life of Illinois.

Friday, Sept. 2, 9 A. M.

W. Rolla Wilson, Chairman.

Matthew Walker, Manager, Southern California, "Life Insurance as a Career."

Frank Prichard, General Agent, Prichard & Sauer, La Salle, Ill., "Ace of Diamonds."

H. H. Smith, General Agent, Chicago, Illinois, "Every Contact an Opportunity."

Wm. E. Pile, General Agent, Joliet, Illinois, "Attaining My Majority—21 Years With Central."

W. L. Wilson, General Agent, Minnesota, "Selling Points Tensely Told."

S. Dale Pierce, General Agent, Pierce & Pierce, Geneseo, Illinois, "Building a Clientele."

Luverne Sigmond, General Agent, Omaha, Nebraska, "Prospecting."

John R. Maney, General Agent, Washington, Iowa, "Selling Arguments."

John B. Miller, General Agent, Chicago, Illinois, "Selling Essentials."

Friday afternoon guests will be entertained at Medinah Country Club.

Speakers Numerous

Other speakers on the Thursday program were Absalom Lake, Wayne County agency; A. B. Chennault,

(CONTINUED ON PAGE 20)

FULL PROGRAM GIVEN FOR CLAIM ASSOCIATION

MANY IMPORTANT SUBJECTS

Two Periods of General Discussion Feature Session to be Held at Toronto, Sept. 12-14

The completed program for the annual meeting of the International Claim Association, to be held at Toronto, Sept. 12-14, has been announced. In addition to the formal addresses there will be two periods of general discussion, during which the important problems now before the business will be informally discussed from the floor. The program is now arranged is as follows:

Details of Program

"Address of Welcome," Thomas Foster, mayor of Toronto.

"Address of Welcome on Behalf of the Canadian Companies," Herbert C. Cox, president, Canada Life.

"Claim Problems: 1. Underwriters.

2. Claimants." Dr. Harry W. Dingman, medical director, Continental Casualty.

"Settlement of Double Indemnity and Disability Claims Under Life Policies," Carl J. Sandberg, claim representative, Phoenix Mutual Life.

"Some Claim Aspects of Permanent, Total Disability," Robert K. Metcalf, manager claim department, Connecticut General Life.

"The Disease Germ as an Accident," Chester N. Farr, Jr., attorney, Philadelphia.

"Fads and Quackery in Medicine," Dr. Morris Fishbein, editor of the Journal of the American Medical Association.

"What Is Canada?" Judge William Renwich Riddell, Toronto.

Two Discussion Hours

There will be no discussion following the various papers on the regular program. One hour at the sessions on both Tuesday and Wednesday will be devoted to general discussion presided over by the president, Horace S. Bean, the questions many of them involving the same topics as are included in the papers presented on the program. These discussions will be strictly informal and extemporaneous. Each speaker will be limited to three minutes and will not be permitted to speak on the same question more than once without permission of the association. Subjects are as follows:

1. What is total disability? When does total disability end and partial disability begin? How much in the way of supervision of his business or profession can a claimant do and still be totally disabled?

2. Malingering. Can it be decreased, and if so, how?

3. Under an accident policy, how strictly should the requirement that an accident must disable the insured from "date of accident" be enforced in the settlement of disability claims?

4. How strictly should the provisions as to notice and the furnishing of proofs of loss be enforced, particularly in standard provision states?

5. From the standpoint of claim settlements, is an elimination period of from seven to 90 days practicable, and what are the objections to such elimination period, if any?

6. From a claim standpoint, is it possible or practicable to modify the language of our policies so as to specifically exclude the disease germ as an accident?

Total Disability Questions

7. What is the surest and yet least annoying method of confirming continuous total disability, upon which payments are to be made, after the case has been originally approved?

8. To what extent should the company allow a continuance of benefits when a disabled insured engages in some occupation for rehabilitative purposes?

9. How far, if at all, and by what procedure, should the company go in recommending treatment and assuming the resulting expenses?

10. Is it possible to secure a binding final release in total and permanent disability claims, considering the present liberal interpretation of the clause?

11. Is it advisable to pay the face of

FRANKLIN LIFE STAGES ITS ANNUAL CONVENTION

GATHERING IS NOTEWORTHY

Many Interesting Addresses Mark Program of Meetings Held at Estes Park, Colo.

DENVER, Aug. 31.—The Franklin Life of Springfield, Ill., closed its annual convention Saturday at Estes Park after three days of meetings. It was the most successful in history, Henry M. Merriam, president of the company, said. The attendance was 250 persons from 19 states. Probably the most unusual feature of the convention was that twice the delegates were treated to entertainment and dinners by policyholders, at Fort Collins and Estes Park. The second day President Merriam was initiated into an Indian tribe and now carries the name of Ooshrateenah, which means Chief Smiling Moon.

Heard Interesting Addresses

Many interesting speeches were heard during business sessions. Claris Adams, secretary and general counsel of the American Life Convention, told of the high esteem in which life insurance is held by the public. Will Taylor, secretary of Franklin, told of his trip abroad. President Merriam stressed the need for a daily report and the necessity for agents to plan their work ahead to increase sales. Joseph W. Jones, vice-president in charge of agencies, made a spirited talk on the drive to exceed the \$200,000,000 mark in total insurance in force by Dec. 31. A. O. Marion, vice-president in charge of investments, said the agriculture outlook as applicable to insurance investments is looking more favorable. More care on disability clauses was urged by F. R. Jordan, actuary of the company. He asked agents to select the clients with care. W. W. Winne, Colorado agent for the Connecticut Mutual, gave a talk on the changing age and conditions and urged those present to alter their style to meet this inevitable newness. Henry Abels, vice-president, distributed renewal prizes.

Club Officers Elected

New officers of the various clubs were elected. They are: \$500,000, Ed Redlick, Springfield, Ill., president; W. J. Olive, Holland, Mich., vice-president; \$250,000, George Miura, Chicago, a Japanese, president; F. W. Morgan, Texas, vice-president; \$100,000, L. W. Snyder, Kansas, president, and Phil Smith, Oklahoma, vice-president.

Many of the delegates joined Jim Godard, Colorado state agent of the company, in a two weeks' fishing trip following the meeting.

a life insurance policy, withholding payment of double indemnity in doubtful accident cases or in those requiring thorough investigation?

Settlements of Life Policies

12. Settlements of life policies. (a) How are age adjustments handled? (b) Is payment of interest made on claims, and if so, for what period and rate? (c) Is the balance of premium for the policy year deducted? (d) Supplementary contract in option settlements—Are supplementary contracts always made up or is endorsement simply made upon the policy. (e) Are oaths required on the claim proofs, particularly the physician's statements?

13. Should there be any difference in the attitude of approach in the settlement of a claim under an ordinary accident and health policy, and the settlement of a similar claim under the present double indemnity and total and permanent disability provisions of a life policy?

September Underwriters' Month

The Ohio State Life will observe September as underwriters' month as a tribute to the men in the field.

MUTUAL TRUST LIFE MEN IN CONVENTION

Annual Session of Old Faithful
Club Gathered at Yellow-
stone

DISCUSS SALES METHODS

Entire Week Given Over to Business—
Entertainment Program—Green-
burg is President

Members of the Old Faithful Club of the Mutual Trust Life of Chicago journeyed to Old Faithful at Yellowstone National Park for their annual agency convention. In addition to their tour of the park which occupied the entire week, inspiring educational meetings were held each evening. At the get-together meeting the first evening Vice-President Carl Peterson presided. Other officials from the home office were A. B. Slattengren, secretary, and A. E. Wilder, agency director. Due to the rather serious illness of his son at his home, President Edward A. Olson was unable to attend. The party traveled through the park just ahead of President Coolidge and virtually every day the agents had a glimpse of the president and his party touring the park.

Club Officers Announced

At the Monday evening meeting Vice-President Peterson announced the officers of the Old Faithful Club. They are: Morris Greenburg, president, Hartford, Conn.; Paul Walton, vice-president, Milwaukee; Myer Greenburg, treasurer, Hartford, Conn., and Miss Harriet Saxton, secretary. Miss Saxton is agency secretary at the home office. O. R. Aspegren of Chicago sold the greatest volume of business but was just overshadowed by Mr. Greenburg in the total amount of premiums. At this meeting Mr. Peterson called upon Mr. Slattengren, Mr. Wilder and L. R. Lunoe, manager of the New England department, for short messages of welcome.

At the session Wednesday morning Vice-president Peterson stated that a man must concentrate on his own profession to help his client avert financial disaster. He spoke at some length and pointed out the experience of J. Ogden Armour of Chicago, whose tremendous business was virtually wiped out. Other speakers were H. S. Blach of Chicago, on business insurance; L. H. Minkel, Fort Dodge, Ia., on income insurance, and John H. Ehn, general agent at Hartford, Conn.

Service Buttons Presented

Secretary Slattengren then called on A. E. Thompson, the only agent who has been with the company for more than 20 years, to make the presentation of silver cups and service buttons. Mr. Thompson pointed out that all of the home office officials are graduates of the field. He presented 15-year service buttons to both Mr. Peterson and Mr. Slattengren. Telegrams of sympathy were sent to President Olson.

Walter Habenicht of Chicago spoke on "Direct-By-Mail Selling." Mr. Habenicht went to Chicago as a stranger and used this means of meeting people with great success.

Vice-president Peterson gave an extremely interesting talk on "Disability and Double Indemnity." He pointed out the distinct moral hazard in disability insurance which covers more than 50 or 60 percent of a man's income. He urged much more careful underwriting on the part of the agents on both total

(CONTINUED ON PAGE 26)

LIFE MEN SHOCKED AT T. L. HANSEN'S DEATH

AGENCY HEAD OF GUARDIAN

Was Primarily Responsible for the Up-
building of the Field Organization
of That Company

The life insurance fraternity was shocked to learn of the death of Vice-President T. Louis Hansen of the Guardian Life of New York at Mountinside Hospital, Montclair, N. J., Friday. Mr. Hansen seemingly was in splendid health. He left the home office of the Guardian Life Tuesday of last week apparently in the best of condition. The following day he was unable to go to his office on account of indisposition. His condition assumed an alarming



T. LOUIS HANSEN

stage Thursday evening when he was rushed to the hospital. He died Friday afternoon, the cause of his death being acute encephalitis, which is a form of brain fever.

Mr. Hansen was present at the recent agency club meeting at the Edgewater Beach in Chicago and participated in all its activities and presided at the banquet. He is survived by a widow, Helen Miller Hansen. At the agency meeting Mrs. Hansen was not able to be present owing to ill health, but a telegram of greeting was sent her.

Mr. Hansen's Career

Mr. Hansen was a native of Denmark, having been born there April 8, 1875. He came to this country at the age of 20. On Jan. 13, 1896, he entered the employ of the Guardian Life as a clerk in its actuarial department. His actuarial experience always served him in fine form for his later and greater work in the agency department. Mr. Hansen possessed an unusual friendly and cordial nature, which enabled him to form many intimate contacts the country over. He had hundreds of friends in the business with many companies. He was an intensely industrious man, gifted with initiative and forcefulness.

The agency department was established in 1910 and Mr. Hansen was given the task of developing it. At that time the company was going to seed and needed rehabilitation. Mr. Hansen evidently grasped the situation at once and injected new life into the organization. He soon was given the position of superintendent of agents. Four years later he was made agency manager and vice-president. The following year he was elected to the board of directors and on Dec. 15, 1920 he became vice-president.

Mr. Hansen was responsible for the present field organization. He worked with the men as a part of their life, helped them solve their problems, assisted them in many ways and lived in their hearts. He was a resident of Montclair, N. J., and identified himself with a number of social and civic organizations there. Services were held from the Central Presbyterian Church

NEXT MEETING TO BE HELD IN COLUMBUS IN APRIL

WALKER IS THE PRESIDENT

National Negro Insurance Association
Comprises Life Companies Owned
and Managed by Colored People

The next annual meeting of the National Negro Insurance Association will be held at Columbus, O., Apr. 25-27. The last meeting was held at Memphis. This organization is composed of companies managed and owned by Negroes. J. E. Walker of the Universal Life of Memphis is president; W. W. Parker of the Citizens Industrial of Jacksonville, Fla., first vice-president; E. M. Martin of the Atlanta Life of Georgia, second vice-president; P. P. Creuzot of the Louisiana Industrial Life of New Orleans, third vice-president; L. C. Lullock of the Northeastern Life of Newark, N. J., fourth vice-president. W. Ellis Stewart of the Liberty Life of Chicago is secretary; A. P. Bentley of the Supreme Life & Casualty of Columbus is assistant secretary. A. E. Hall of the Mammoth Life & Accident of Louisville treasurer, C. M. Hayes of the Gibraltar Health of Indianapolis is statistician, J. A. Blume of the Winston Mutual Life of Winston-Salem, N. C., chaplain. The executive committee consists of E. H. Carry, Liberty Life of Chicago; George W. Lee, Atlantic Life; Harry H. Pace, Northeastern Life; Anthony Overton, Victory Life of Chicago, and C. B. King of the National Benefit Life of Memphis.

at Montclair last Sunday. The directors and officers of the Guardian Life attended in a body. Many of the field representatives and officials of other companies were present.

When Mr. Hansen was chosen vice-president his administrative duties and responsibilities were enlarged. He was the right hand man of President Heye. President Heye is abroad and Mr. Hansen was the acting head of the company during his absence.

HEYER SAILS FOR HOME

NEW YORK, Sept. 1.—President Carl Heye of the Guardian Life, who was visiting in Germany, immediately started for this country on learning of the sudden death of Vice-President T. Louis Hansen. He will arrive here on Sept. 6 on the steamer "Stuttgart," according to an announcement today by the company. A meeting of the board of directors has been called for Sept. 7, at which time the appointment of Mr. Hansen's successor will be considered.

An indication of the strong bond of affection which existed between Mr. Hansen and his associates is to be found in the many present who came to the funeral services from far-off points. A number of home office officials vacationing in the east and as far north as Canada left for Montclair immediately upon receipt of the sad tidings. Managers from as far west as Chicago sped east for the services. Among those in attendance were the following Guardian managers: George Hoffman of Chicago, H. B. Salot of Detroit, Harry O. Snyder of Pittsburgh, E. B. Houghton of Rochester, Wm. F. O'Connor of Syracuse, E. J. Berlet of Philadelphia, Joseph Lockwood of Boston, E. C. Davis, Jr. of Albany, M. E. Bay of Newark, John C. McNamara, F. S. Doremus, Leo D. Landau and James Faller, all of New York City, Paul Alexander of Brooklyn and M. Haiblum of Williamsburg.

With the exception of President Heye, who is en route from Europe, the officers and all the heads of its various departments and many of the home office personnel, as well as 30 or 40 members of the field force, were present to bid a last farewell to their departed friend. Cremation services were held Sunday afternoon.

COLUMBUS MUTUAL HITS \$100,000,000 LINE

Agency Convention at Cedar Point
Celebrates the Notable
Achievement

McNAMER WAS SPEAKER

Tells Agents That Many Failures Are
Due to Lack of Sticking to
the Work

It was announced at the annual agency meeting of the Columbus Mutual Life at Cedar Point, O., last week that the company had passed the \$100,000,000 mark in insurance in force. There was much rejoicing. President C. W. Brandon was congratulated from all sides at this remarkable achievement. The Columbus Mutual Life is one of the lowest net cost companies in the country. Its plan of agency contract and field operation have elicited much interest.

Harry C. McNamer Spoke

Harry C. McNamer, one of the Equitable Life of New York agents at Chicago, former president of the life underwriters association of that city and author of the new book that is attracting wide attention, "Income Insurance," published by THE NATIONAL UNDERWRITER, in his talk decried the statement that is often made to the effect that few women can successfully invest money. He said there are mighty few men that are expert investors. Many men think they are, but they frequently fail. He believes that women can invest money just about as well as men, if they have had any sort of business training. However, he feels that the income policy is the logical policy for a woman. The fundamental needs, he said, are first, a policy to clean up one's debts at death, and next a policy that will take care of the family, it to be paid on the monthly income plan. Life companies, he said, are obligated to pay the full amount of the principal. Regardless of what transpires the full face of the policy is payable if there are no loans. He said there are but few trust companies that would agree to pay this income from a trust monthly.

Life Men Should Buy Insurance

Mr. McNamer said that every life man who buys more insurance, is a better agent. He said that unless a life insurance man practices what he preaches he cannot be fully efficient.

Mr. McNamer advocates an educational policy for children written on the monthly payment plan, guaranteeing a certain income at a stipulated time if the policyholder dies. He said that money spent for education should be credited to capital investment.

Mr. McNamer said that frequently life insurance men will find a prospect who has \$8,000 and will try to induce him to make it \$10,000 without giving any reason as to why he should take the extra \$2,000. He thinks it is a mighty weak argument for a man to simply try to even up the amount prospects should carry and not give a definite reason for it.

Study Plan for the Prospect

Mr. McNamer in dealing with prospects said that it is necessary to study the occupation of the prospect himself in describing life insurance. For instance, take a man in the stock brokerage business who is in the market every day. He should set aside an ample fund through the medium of insurance because he may be wiped entirely out. His insurance should be larger than the man

HAMILTON

as first Secretary of the Treasury, exhibited the highest form of financial genius in bringing order out of chaos and establishing a sound basis of banking operations in the United States. Financial problems today often prove very serious obstacles to the progress of life insurance salesmen.

First-premium notes are worries that occasionally assume serious proportions in the operations of consistent producers of new business. Undependable or unstable discounting connections add to the salesman's problem of financing.

No handicap is experienced by American Central representatives who qualify for membership in the Company's Agents' Fund. These men have the assurance of clear net accounts, working capital, and a friendly discounting service that is available every day in the year, regardless of economic conditions.

— OO —

CREDIT TRAINING is an added feature of this fifth step in the American Central Plan. Credit training means better prospects, sounder selling, good collections—a sure road to success when coupled with the convenient disposition of first-premium notes through the Agents' Fund.



who is very conservative in his investments. Mr. McNamer pointed out the hazards of putting all one's money into his own business. The business may be all right, when one is alive, and yet it may be a white elephant when he is gone.

Mr. McNamer called attention to the fact that a man may be relying on the income from his investments to carry him along when he retires and yet some of these investments may "go dead" and he will be found to have non-dividend securities. A man cannot rely on securities to carry him through.

Agents Need to Stick

Mr. McNamer said that he had seen agents come and go in the business. Many would have succeeded had they stuck. He said that great deeds had been done by those who persisted. Grit and tenacity are essential elements in a life insurance man. He said that if a man will work and stick to the finish he will win. Some plan should always be in an agent's mind and he should see it through. He said that the main reason why men fail in the life insurance business is that they do not work and do not stick long enough. They lack courage. He said that in the interview for insurance sometimes the agent quits too soon. Few men, he said, tap their reserve power. They don't realize what they have in store. Mr. McNamer called attention to the need of team play in a life insurance agency. It is necessary for a man to fit himself harmoniously with his organization. Each man should cooperate with his fellows. Mr. McNamer said that there are 7,000 life insurance agents in Chicago and yet a comparatively few are writing the business.

Mrs. Ackley's Renewals

President Brandon introduced Mrs. William Ackley of Chicago, whose husband died and under the Columbus Mutual contract the renewals had gone to her and increased as time has gone on, because the agents Mr. Ackley appointed are writing more business and he was entitled to a certain commission on their production.

J. C. Deloney, the conservation manager at the home office, in his address said that the object of the Columbus Mutual was to make a net gain rather than write volume.

E. W. Christy of Cleveland, in his talk said that he always believed in having a live prospect list. It should be used in planning one's work. One should never be without a plan in prospecting. He said that while soliciting at night is hard work, the reason that it is hard is because one thinks it is hard. He told his hearers to not let anything interfere with their going after business regardless of when it must be done. He believes in a life agent evolving a system in his work. Personality, he said, is a valuable factor. It is either repellant or favorable. It is a big advantage to leave a good impression at the first. He said that every man can improve his personality.

Should Solicit Consistently

Mr. Christy said that it is much easier for small writers to write large applications than for large writers to write small ones. He advised the agents to get in the habit of soliciting consistently so that applications would be coming along in regular order.

Mr. Christy carries a book in which he has illustrations made out for the ordinary life, 20-payment life and 20-year endowment plan for various amounts. These he has found to be of great advantage because he can focus the attention of the prospect at once. He told the agents to avoid getting into argument. It always brings grief. He said that an agent should get into contact with as many prospects as possible and these contacts should be close. He thinks that business insurance is a fine approach in getting a man interested. Almost all men are alert to listen to anything that concerns their own business.

Mr. Christy said that one's satisfied

policyholders are his best source of prospects. An agent can start with a man, writing him for a small policy and gradually build him up as time goes on. He said that if an agent doesn't keep in touch with old policyholders someone else will who will get the business. Mr. Christy said that one's territory is really under one's hat. It is the agent himself.

Mr. Christy stated that when an agent is dealing with a very difficult prospect and seemingly has gotten nowhere with him he should return the next day. Very frequently what has been said will sink in and the prospect will be in the mood to take insurance if the agent shows up shortly after the interview.

Abdella Convention President

George J. Abdella of Lancaster, O., the leading producer of the company, was president of the convention and opened all the sessions. Those who presided at business sessions were A. G.



C. W. BRANDON
President Columbus Mutual Life

Biggin of Minerva, O., Ivan T. Quick of Cleveland, E. A. Newark of Lansing, Mich., and Leo T. Heid of Chicago. E. E. Besser, Jr., of Chicago was toastmaster at the banquet, the main speaker being Thurman "Dusty" Miller, newspaper editor of Wilmington, O.

Daniel E. Ball, vice-president and secretary, gave a talk on retirement annuities and announced the new policy of retirement annuity at age 65. There were a number of agents who gave talks at the convention.

L. G. Purmort of Van Wert, O., assistant secretary of the Central Manufacturers Mutual Fire, was present and gave a talk. R. J. Dunn, secretary of the Casualty Adjusters Association of Chicago and general adjuster for the Lumbermen's Mutual Casualty of that city, was present as a guest.

Actuary Robinson Present

Actuary W. A. Robinson of the Ohio insurance department, a veteran in the service, was a speaker at the banquet. He said the Ohio department was organized in 1870. It issues 120,000 licenses each year. Of these about 25 percent are life agents. The income from insurance to the state is \$6,500,000. The expense of the department is \$70,000.

The "Presentation of the Hobby Cup" is an annual event. This hobby cup is presented by President Brandon to the agent appointing the largest number of producing agents who write and pay for \$10,000 or more insurance during the past agency year. The cup was won by E. R. Kuck, who also won the cup at the 1926 convention, making two consecutive years that he has won this silver loving trophy. Incidentally, President Brandon has made provision that this Hobby cup be presented at each year's meeting throughout the future, having arranged with the company to endow the fund.

SURVEY OF PRACTICES UNDER NON-MEDICAL

**Comprehensive Analysis Is Made
by American Life
Convention**

MANY NOW IN THE FIELD

**Report Covers 76 Companies Using This
Plan, Wide Variations in Details
Being Shown**

A comprehensive survey showing the practice and experience of life insurance companies in the writing of non-medical insurance has been made by the American Life Convention. The chart is based on reports from 76 of the American Life Conventions companies that have adopted non-medical underwriting. All of these companies report a favorable experience in the non-medical field.

The privilege of writing the non-medical lines has been limited to special class agents, no policies on that basis being issued through brokers or agents that have not had lengthy experience in the insurance business. Inspections are required in nearly all cases.

Limits Vary Widely

A digest of the survey shows that the maximum amounts issued by the various companies range from \$500 to \$10,000, but by far the greater number of companies issue from \$2,000 to \$3,000 on the non-medical basis. Thirty of the companies limit the amount to \$2,500, but one of these companies on male lives between the ages of 10 and 40 years will issue up to \$5,000 on a non-medical basis and limits the policy of \$2,500 between 41 and 50 years. This company issues \$2,500 to women from 10 to 50 years. Another of the companies with the \$2,500 limit extends that privilege only between the ages of 15 and 45 on male lives and \$2,000 on males from 2 to 14 years. This company writes women from 2 to 45 years up to \$2,000. Twenty-five of the companies have a limit of \$2,000, ten of \$3,000, four of \$1,000, three of \$5,000, one of \$2,600, one of \$2,268, one of \$10,000 and the one of \$500.

Differ on Female Risks

It is found that about half of the companies writing on a non-medical basis are willing to accept women and girls on the same basis as men and boys. In all, 35 of the companies write females same as men, while 11 others are willing to accept single women the same as men. But five of the companies refuse to write women on any basis. Fourteen others refuse to write married women, while another company insists that non-medical female risks must be employed. Many of the companies that accept non-medical on both male and female lives limit the amount of such insurance issued to women compared with men. Ten of the companies both limit the amount of insurance and also make a distinction in the age limits on male and female lives, while three of the companies merely do not extend the non-medical privilege to women in the same age range as to men, there being no difference in the amount of insurance that will be issued on female lives.

Thirteen of the companies are willing to issue \$1,000 more on a male life than on a female life written on a non-medical basis; four companies have a \$1,500 differential; two a \$2,500 difference and one a \$3,000 leeway for men compared with women. One company writes \$500 more on men in some ages, another company writes single women on the same basis as men, but has \$1,000 differential against married women, while

another company writes single women within \$1,000 of men, but has a \$2,000 difference between men and married women. One company is unique in that it writes men and women between 15 and 45 years up to \$3,000 and in addition writes girls from 10 to 14 years to \$2,000, but does not extend that non-medical coverage to boys.

Many Write Substandard

The practice of the various companies regarding the issuance of non-medical to substandard risks is an interesting feature of the survey. Forty-seven of the companies refuse to accept substandard risks on non-medical policies. Sixteen companies accept substandard cases in which the rating is due to occupation, while six are willing to extend the privilege to substandard cases rated on both occupation and overweight. Three companies are willing to overlook an overweight case if everything else checks standard. Two others are accepting substandard risks as to habits and overweight. Another company does not discriminate where there is a history of tuberculosis in the family if the applicant is up to standard otherwise. One company merely limits the amount of coverage extended to substandard cases compared with standard risks.

Disability Cover Included

Sixty-four of the companies reporting extend both the double indemnity and total disability privileges on their non-medical policies, while but one company refuses to extend either to non-medical risks. In all, 73 of the companies write double indemnity while two refuse to write it and another limits the privilege to risks 17 years of age and over. Sixty-five of the companies write total disability, while six refuse that concession. One limits it to males only, two make a premium waiver concession and one limits that privilege to males. One company grants total disability to payer only.

Forty-five years appears to be the generally accepted limit for writing non-medical, since 64 of the companies have set 45 years as their maximum on male lives. Four make the limit 40 years and four 50 years. One company writes to 60 years, one to 55 and one to 49 years. As to the minimum age at which non-medical risks may be accepted the companies do not show the same uniformity of practice as regarding the maximum age. However, 15 years to 45 years appears to be a favored range for male lives, since 30 of the companies have adopted that limitation. Fourteen others merely set the maximum limit at 45 years without any minimum. Six others use a range of from 10 to 45 years and five from 16 to 45 years. The others have minimum scales ranging upward from date of birth to 21 years. On female lives 57 companies have placed the maximum age at 45 years and nine at 40 years. Two place the limit at 50 years, and one each at 60, 55 and 49 years, while five companies as stated do not write female risks.

Forms Differ Greatly

The forms of policies on which the several companies write the non-medical risks shows a decided difference in practice. In all but fifteen companies write the non-medical applicants on all forms of policies issued, while four others write all standard forms. Thirty-five companies refuse to issue term insurance on a non-medical basis but will issue all other forms of policies. In all, there are 56 companies that will not accept term risks non-medical. Of that number 14 make other exceptions in addition to term insurance, while two write standard except term. Five companies issue only special policies on a non-medical basis, while one company merely excepts one special policy, issuing all others including term non-medical.

Most of the companies reporting have entered the non-medical field since January, 1925. One company adopted non-medical in 1918, one in 1922, one in 1923.

(CONTINUED ON NEXT PAGE)

French Lick Springs Indiana

will be the scene of one of the largest and most interesting Divisional Conventions the Pan-American Life Insurance Company has ever held. More than 200 delegates from 18 States will be present.

Holding Conventions is only one phase of the educational work which the Pan-American carries on for the welfare of its representatives.

Pan-American Service includes—

*Educational Course
Individual Sales Planning
Unexcelled Life Policies
Child's Educational Endowment
Combination Life and Accident and Health Policy
Substandard Insurance for Under-average Lives
Group Insurance
All Forms of Accident and Health Insurance*

We have a few attractive general agency openings for men not at present attached, who measure up to Pan-American ideals.

Address

E. G. Simmons, Vice-President and General Manager

PAN-AMERICAN LIFE INSURANCE COMPANY

New Orleans, U. S. A.

Crawford H. Ellis, President

NYLIC INCENTIVES *and* AIDS TO SUCCESSThey Talk the Same
... Language ...

Nothing contributes more to the development of efficiency in any organization which appeals to the public, than a clear understanding between representatives in the field and Home Office Executives.

In a life insurance company, the Home Office must know the agent's problems, if they are to be dealt with fairly and effectively.

Nylic Agents have no difficulty in making their field problems understood at the Home Office.

And this is not strange; for the majority of the Executive Officers, including the President, have had practical experience in field and Branch Office work.

So they "talk the same language"—field men and executives alike. And you don't hear Nylic Agents saying, "Our officers can't get the agent's point of view because they have never had field experience."

Common experience begets mutual understanding which in turn begets confidence; and confidence begets strength.

There is probably no life insurance company between whose Field and Home Office there exists a more frank and cordial relationship, due largely, no doubt, to this sympathetic bond of common experience.

Is it any wonder that, measured by usual standards, Nylic agents are industrious, persistent, satisfied and happy?



New Home Office Building now being erected on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, *President*

346 BROADWAY, NEW YORK

ON
Page 14

There is an announcement
of vital interest to every
Life Insurance Man!

QUALIFICATION LAWS
CONSIDERED NECESSARY

Protect Legitimate Agents as Well
as Public Against Improper Practices

EXCLUDE IRREGULARITIES

Commissioner Dunham of Connecticut
Addresses Canadian Superintendents
on State Regulation

Declaring the safeguarding of the interests of the public to be the especial duty of the state insurance department, Commissioner Howard P. Dunham of Connecticut told the insurance superintendents of Canada, at their annual conference in Quebec Tuesday, that the insurance laws and licensing system of Connecticut practically make it impossible to carry on any irregular or wildcat form of insurance in that state. He spoke in part as follows:

Must Protect Policyholders

"Connecticut, like other states, recognizes the wisdom of providing for some governmental supervision of the business of insurance. In one or another form, this business affects the interest of a large proportion of our people. Its benefits accrue often to persons in trouble or distress, whose interests appeal to right-thinking men for special sympathy and protection. It is generally recognized among us to be a proper function of the state to safeguard such persons (many of whom are helpless) against insolvency or unjust practices of insurers impairing the protection for which the insureds have paid. This duty appeals to us with especial force in the case of insurance for which premiums have been paid for many years at the sacrifice of otherwise obtainable enjoyments and perhaps even of common comforts.

Meet on Unequal Terms

"Moreover, since the parties to contracts of insurance often meet on very unequal terms (a few great corporations standing over against hundreds of thousands of inexperienced and badly informed individuals), it is also generally recognized in North America that the state should not only insist on a sound financial condition of all insurers doing business within its territory, but should also intervene to prevent and correct impositions upon the insured by ambiguous contracts or misleading representations or by manifestly unjust practices of any sort.

"It is certainly very desirable that there should be uniformity of practice in the regulation of insurance. Any unnecessary trouble or expense which we cause to insurers by differences in practices will inevitably increase the cost of insurance to the public, whose interests it is our especial duty to safeguard.

Avoid Abuses of Power

"I am advised by philosophical friends that all experience proves the existence of a tendency on the part of administrative officials to assert meddlesome powers to an extent not justified by the public interests. It is to be hoped that in conventions we insurance commissioners and superintendents may by friendly, informal conferences, if not by public criticisms, help one another to resist the autocratic tendencies to which bureaucratic human nature is said by our candid friends to be especially prone.

Licensing Is Beneficial

"Our theory in Connecticut is that licensing of insurance agents is constitutionally permissible and beneficial if it

is strictly limited to proper purposes. The first purpose is to secure by a reasonable examination of any candidate for a license as agent the possession by him of a necessary minimum of knowledge about forms and conditions of the kind of insurance business which he proposes to engage in, in order thus to provide against ignorant misrepresentations by him to members of the insuring public. The second and more important purpose is to hold over all insurance agents the threat that their licenses, annually granted, may be refused renewal or cancelled if they themselves are guilty of practices which are illegal, unfair or otherwise against the public interest. In order to make it certain that the action of the licensing authorities is not arbitrary and unjustified, and is not a violation of the constitutional requirement of due process of law, any licensing law should provide that a license may be cancelled only after a notice and a hearing before the insurance department, and that any person aggrieved by the refusal or cancellation of a license may appeal to the courts for relief."

SURVEY OF PRACTICES
UNDER NON-MEDICAL

(CONT'D FROM PRECEDING PAGE)

three in 1924, thirty-four in 1925, twenty-six in 1926 and ten during 1927.

The statistics as to death and disability claims are not complete, as some of the companies reported that such data was not available, while some others made no report. The survey does not show how many non-medical policies have been issued nor the ratio of claims paid on non-medical compared with claims paid on policies issued after medical examination.

CONDUCT CAMPAIGN FOR
EDUCATION OF AGENTS

The field organization of the American Central Life will take part in "Know your stuff" campaign during September, October, and November. The campaign is designed to familiarize the company's representatives with the new educational book entitled "Fundamentals for Fieldmen." A list of 15 questions will be mailed from the home office on the first day of each month to those agents who have previously pledged themselves to take active part in the project. Each of the three lists of questions is to be answered and returned to the home office within 30 days. The answers to all questions are to be found in "Fundamentals for Fieldmen," and a part of the requirement is that, besides answering the question correctly according to the book, the fieldman must cite the passage in the book which covers the exact point involved.

All answers will be reviewed and checked at the home office and those men who make a grade of 70 percent or better for the entire list of 45 questions will be eligible to an attractive cash bonus during the first six months of 1928. During the bonus paying period, each man who previously qualified by attaining a 70 percent grade will be expected to keep a record of all his business written, issued, and paid for. After each case, he is to show exactly how he applied some selling aid derived from "Fundamentals" to diagnose the applicant's needs, fit the coverage, and make the ultimate sale.

Pick Colorado for 1928 Meetings

The Phoenix Mutual Life and the Great Southern Life have notified James Godard, Colorado state agent for the Franklin Life and chairman of the convention committee of the Colorado State Life Underwriters Association, that they will hold their 1928 conventions in Colorado.

The Phoenix Mutual will meet in early June at Colorado Springs while the Dallas company convenes at Troutdale, June 19-21.

EDITOR DOBBS SEES SOME DANGER AHEAD

Makes Analysis of Life Insurance
Conditions and Sounds Note
of Warning

MUST NOT ABUSE POWER

Personal Contact with Policyholders
Should Be Kept by the Men in
the Field

Charles Dobbs, editor-in-chief of the "Insurance Field," in speaking before the agency convention of the Columbus Mutual Life at Cedar Point, O., last week called attention to the great growth of the business and along with it pointed out some of the features that should be watched carefully. In part he said:

Possibly the outstanding fact with re-



COL. CHARLES DOBBS
Editor-in-Chief Insurance Field

lation to the life insurance business at this time is the unanimous and enthusiastic approval which it has received from the leaders of thought and action in every other department of human activity—in statecraft, business and religion. It is no longer merely a business. It has debouched into fields where economists see in it the most perfect machinery yet devised by the mind of man to promote individual thrift. Statesmen see in it the great social stabilizer. It is the valued ally of the teacher of ethics.

Charles Evans Hughes Comment

Typical of the endorsements of life insurance is the widely quoted remark of Charles Evans Hughes before the Association of Life Insurance Presidents in New York last December when he declared: "I believe there is no safer or better managed business in our country than yours."

Since this tribute is repeated with variations by men equally eminent in other departments of life it would appear that life insurance might fold its hands in smug complacency and rest upon laurels already won. There is the temptation to complacency, also, in the facts detailing the stupendous growth of the business within the past two decades.

Danger in Great Power

When one thinks of an institution with eighty billions of insurance in force it is difficult to associate with it any idea

of weakness. No institution, however, ever becomes so big that it is free from the law which decrees that if there is no growth, decay will set in and end in eventual dissolution. We are not, as we were a score of years ago, fighting the idea of mere size, but thoughtful men have in all periods viewed with concern the growth of power and sought to devise rules and plans to insure that great power shall be wisely and beneficently used.

Room for Improvement

In my judgment, it is with respect to the enormous power of the institution of life insurance that we must look for the most significant developments in the next two or three decades. As Charles E. Hughes remarks, "there is no safer or better managed business in our country," but this fact remains that this is a generalization subject to the modification that some of its many units are not perfect exemplars of the principle of fiduciary responsibility, which is the glory of the business as a whole. While life insurance is better in its ethical concepts than any business I know about, it is still true that it has room for improvement so that it shall finally be "fool-proof" against the machinations of designing men from the inside; and so impregably entrenched in righteous practice that it shall be safe from the assaults of vicious demagoguery and radicalism from the outside.

Can Give Insurance Black Eye

It is still possible for an individual, or a group of individuals, to give life insurance a "black eye" in the estimation of the public by unwise innovations of questionable wisdom or overweening competitive ambition. The mass is never nice in its discrimination. If one great life insurance company should by any chance be convicted of morally loose administration it is not difficult to imagine the clamor which would be set up against the whole business.

Armstrong Investigation

As compared with other business, life insurance a quarter of a century ago held the same relative superiority as to ideals and efficiency of management that it does today, but it doesn't require any especial stretch of memory to recall how the Armstrong investigation of 1905 in New York rocked the institution of life insurance to its foundation. Even though the business in that day, as in this, was founded upon the rock, the hysteria of public condemnation almost resulted in an economic cataclysm.

Must Keep Out State Control

Not only must life insurance grow from the inside in a sense of responsibility to its policyholders so that it may continue to render its unique service to mankind, but must set its house in order so that it may avoid the sinister shadow of state control and operation. Like the poor always with us are those who are ready to raise the cry that when an institution has attained the dimensions and power enjoyed by life insurance today, it is unsafe to leave it in private hands.

This is the greatest peril of all, because we have overwhelming evidence to prove that state insurance is a blight from which it is the supreme duty of wisdom and foresight to escape.

Need Wisdom of the Serpent

However, it is not enough that life insurance shall continue as well and ably managed as it is now, or as it will doubtless continue to be in increasing degree. Unfortunately, the experience of all history demonstrates that "be thou as chaste as ice and pure as snow thou shalt not escape calumny." One of the essential requirements of the present, therefore, is that with the harmlessness of the dove, represented in the pure ideals of life insurance, there shall be the wisdom of the serpent which shall in a wise, statesmanly way take account of the possibility of periods of public hysteria and proceed to make of the ever-increasing army of policyholders

DAY-O-GRAM

Darby A. Day and Co-operation

AN OPPORTUNITY TO SHARE IN THE BUILDING
AND IN THE PROFITS OF THE WORLD'S
GREATEST LIFE INSURANCE AGENCY

OUR PLAN

Management of the Agency to be in the hands of a Board of Directors consisting of eight agents and the executive management of the Agency.

A general manager, assistant managers, statistician, librarian and several instructors of agents.

A cooperative basis of profit-sharing in which the Agency Force will participate in 40% of the profits of the Agency.

The first opportunity ever offered for an Agency Force to share in General Agency profits.

OUR PLANT

Entire 23rd floor of the new Bankers Building, corner of Clark and Adams Streets.

17,000 square feet.

40 private rooms for agents.

A reception hall.

A library in which every insurance publication in the United States will be available, including statistical tables and reference books.

A clerical department with space for 75 clerks.

Retiring rooms.

Private rooms for five assistant managers.

A brokerage department consisting of a manager's office and telephone battery.

A medical department of three examiners' rooms and laboratory.

An auditorium seating 215, equipped with stage, blackboards, projection room and dressing rooms.

In short, the largest and most ambitious plans ever promulgated for the building and development of men in the Life Insurance Business.

We are looking for high-class, capable men who can fit into this kind of an organization.

If you are looking for the biggest opportunity ever offered in the life insurance field, come in and see us or communicate with:

Darby A. Day

Manager

Illinois Merchants Bank Bldg.

Central 6460

CHICAGO

The Union Central Life Insurance Co.

Cincinnati, Ohio

an educated and disciplined force which shall stand like a rock against the continually recurring waves of reaction and destruction.

Educating the Policyholders

This education of the policyholders cannot be accomplished by sending them an occasional printed slip to the effect that each policyholder is a member of the company. The reality of this membership must be driven home by a wise and persistent propaganda which shall convince the individual policyholder that his own economic fate and the prosperity and happiness of those dependent upon him are inextricably bound up in the preservation of life insurance in its present status of a privately owned and administered institution.

Personal Touch Is Needed

Such efforts as have previously been made to tie up the individual policyholders with the institution of life insurance have been perfunctory in character, and possibly this has been unavoidable in view of that lack of personal touch which comes with the increase in size in any organization. When the personal touch is lost, the seeds of misunderstanding and disaster are planted, and it is the problem of business statesmanship to see that there is some effective substitute for the loss of this personal touch between the man in the home office and the customer in the field.

Development of Agency Force

This consideration confirms me in the opinion that the solution of this—possibly—greatest of all problems, is to be found in the development of the agency forces of the various companies. In fire insurance it is a familiar fact that not one policyholder in a thousand knows or cares about the company in which his insurance is placed. All that he knows is that his local agent is taking care of his protection. To the average property owner the agent is the whole institution of insurance.

Agent Personifies the Institution

This situation does not obtain to the same degree in life insurance, but he is certainly blind indeed who has not noted during the past 20 years the growth of the life insurance agent in those qualities which fit him to be not a mere salesman but the competent counselor and advisor of clients to whom he sells the idea of the practical value of the almost endless varieties of life insurance. In my opinion this tendency will steadily gain in momentum and we will gradually approach a condition when to the average policyholder the agent with whom he deals will personify not only the company, but the institution of life insurance.

Agent Will Be the Medium

In short, the agent is the channel through whom the oldtime "personal touch" must be restored. If this is true, how vastly important it is that this agency point of contact shall be one which is fit to reflect the purity and dignity of life insurance, and at the same time capable of enlisting the shrewd self-interest as well as the enthusiasm of the policyholder in the institution of which he is a part!

This matter of public contact in my judgment is of such paramount importance that every effort which seems to promise an improvement in the average quality of the agent should be encouraged. Within the memory of many thousands now in the business we have come up from a period of abuses in the operation of the agency forces of America which have left many scars and survivals of practices which must be completely wiped out.

Old Method Was a Scandal

Without going into details with which veterans, at least, are familiar, it is worth while to note that the consensus of responsible opinion at present is that the old method of appointing untrained agents amounted to nothing less than

an economic and moral scandal. As an irresponsible company executive may, by the abuse of power, reflect upon the whole institution of insurance, so may the ignorant or reckless agent bring reproach upon all his fellows. It should, therefore, be obvious that it becomes at once an economic and moral duty of all executives to see that the business is freed of the type of agent who is unworthy to serve as contact man, or liaison officer, between the institution and the public.

Leadership Is Demanded

Another aspect of the situation which it seems worth while to note is the passing of the idea that any considerable body of men can operate without leadership. That company is fortunate indeed which can bring to its service a body of agents, each one of whom is a "self starter" and is able to manage his own activities. As a whole, however, the best thought in the business is that whether agency forces are operated under general agencies, branch managers or contracts direct with home office, it is essential that the agent should be equipped with adequate instruction before he is commissioned, and must continue under a more or less close supervision to the end that he shall employ his time to the best effect and cultivate those arts of salesmanship which experience has demonstrated to be essential to success.

About 200,000 Agents

Our best information is that there are about 200,000 licensed life insurance agents in America. Out of this number it is estimated that less than 20,000 produce over 85 percent of the annual volume of business. This means that from 80 to 85 percent of those licensed are neither fitted by temperament, education nor training to serve as contact points with the public. And, furthermore, among the fifteen or twenty thousand men who produce substantially the entire volume of life insurance annually there is but an infinitesimal percentage of producers who are able to manage their own time effectively.

Two conclusions are plain. First, the whole institution of life insurance will inevitably suffer if the agents are not properly educated as liaison officers with the public and, second, there will always be the necessity for a constant improvement in the art of leadership which shall result in the most efficient employment of the time and talents of individual agents.

AS SEEN FROM NEW YORK

BY G. F. WALLISON

"HAPPINESS INSURANCE"

Unusual success has attended the efforts of the John C. McNamara Organization here of the Guardian Life to kill the average layman's "die to win" misconception of life insurance by means of a new rate card on "happiness insurance." On this new simple rate card, figures demonstrate to the prospect that on the basis of present dividends and interest all his deposits will be returned to him as early as the 17th year if at that time he chooses his total cash equity under an ordinary life dividend accumulation plan. While not a new idea, it is too little appreciated and used by the rank and file of life underwriters, many of whom have small success in translating the modern "life value" idea into clear and forceful sales talks. This new card on "happiness insurance" has no doubt had such a strong appeal because it is based on the sound maxim that should guide and stimulate every modern agent: "Exchange the interest a man may earn for the sure creation of a protected estate."

BUSINESS INSURANCE

"The growing custom of insuring the lives of partners, proprietors and important officials for the benefit of the business has been warmly advocated by the National Association of Credit Men, as it tends to stabilize an enterprise in the emergency of a sudden loss and increases its liquidating capacity," reads a resolution passed at the association's annual convention this year. "Life insurance is very definitely a business asset and an element of great importance to the credit of a concern. The death of a partner or of a directing genius about whom the success of the business has been built may be the cause of serious consequences unless an unencumbered fund is immediately available to span the uncertain period of new proprietorship and to maintain the confidence of creditors. Credit executives should be fully aware of the great possibilities in partnership and business life insurance as a means of protecting and strengthening business and establishing credit."

ACTUARIAL DATA ON ACTUARIES

Why do the membership lists of the actuarial societies read so much like the honor roll of the St. Andrew's Society? Because the Scots are naturally a mathematical people, according to one of them who enjoys an international reputation second to none for his distinguished accomplishments in the actuarial

field. Besides, Scotland has a long national tradition that influences many of her sons to enter the profession. There is also the fact that the Faculty of Actuaries at Edinburgh still provides what is probably the finest training and education of its kind in the world. That the Scotch have had so much to do with the mathematics of the business may account in part for the fact that life insurance can be bought at the lowest possible figure but never at "cut rates"—at least, hardly ever, if we discount the tales and wails of the agent who has just lost a large case to a competitor.

WALLIS RESIGNS CITY POST

Frederick A. Wallis, general agent here of the Fidelity Mutual, who has been commissioner of correction of the city since 1923 when appointed by Mayor Hylan, has tendered his resignation and it has been accepted, according to an announcement last week by Mayor Walker, who expressed his own and the public's appreciation of the spirit and effectiveness of the program of prisoner welfare work adopted and put into operation by Mr. Wallis. In his regime all records were broken by reducing to zero the net loss of escaping prisoners—a record accomplished in face of an increased population and of a large number of criminals made increasingly desperate by the Baumes law requiring sentences of life imprisonment for habitual offenders. In accepting the resignation Mayor Walker expressed his hope that Mr. Wallis would continue to give the city the benefit of his valued advice and assistance in the future.

JUVENILE INSURANCE INCREASING

"The extent to which insurance is being taken on young persons in this country may be judged from the fact that in one 'ordinary' company last year 12 percent of the policies were issued under age 19, these policies constituting 7 percent of the new business by amounts insured," according to a recent statement by a leading company executive here. Most of such policies are being written on college students, to serve two alternative purposes—(1) if they live, these students enjoy insurance protection at a trifling cost; (2) if they die prematurely, their parents are indemnified for the money spent upon their education. An increasing number of policies, almost exclusively on long-term endowment plans, are being taken out by students with their alma mater named as beneficiary, the members of the various classes pooling their policies

to provide by this instalment-paying plan for a class gift at the end of 20, 25 or 30 years.

TYPICAL AVIATION APPLICATION

Recent events having stimulated great interest in aviation and aviation insurance of all kinds, some idea of how the life companies select their risks in the field may be obtained from the following application which the United States Life requires from all pilots or passengers in addition to their regular application blanks:

1. (For pilot or passenger.) My past and present connection with aviation has been and is as follows:

2. (For pilot only.) I have held and/or hold the following described licenses to pilot aircraft: (a) description of license; (b) by whom granted; (c) date when granted; (d) whether now current and valid.

3. (For pilot only.) My experience in piloting aircraft is as follows: (a) types of aircraft; (b) number of hours flown between one hour after sunset and one hour before sunrise; (c) number of hours flown between one hour before sunrise and one hour after sunset; (d) where flying took place; (e) purpose of flights; (f) by whom observed; (g) I have not had any accidents involving damage exceeding \$500 to the aircraft I have piloted or to myself or third parties, except as follows:

4. (For pilot only.) Names and addresses of all past and present employers who have employed me as a pilot:

5. (For pilot or passenger.) I contemplate making flights only in accordance with the following particulars: (a) on the following types of aircraft; (b) state whether aircraft used will be only of thoroughly approved type or whether they may contain any experimental or untried features of design or construction; (c) flying only within the following geographical limits; (d) flying only for the following purposes; (e) if a passenger only, state if possible the name and address of owner of aircraft upon which flying will be done and name and address of pilot who will navigate the aircraft:

6. (For pilot or passenger.) State whether the following forms of flying will be done: (a) racing; (b) testing of new aircraft; (c) flying between one hour after sunset and one hour before sunrise; (d) flying beyond five miles from shore; if flying beyond five miles from shore is contemplated, state route.

In signing applications, a passenger states his regular occupation and adds "aviation passenger" or "aviation photographer" or other term descriptive of his occupation in respect to flying. Thus, a lawyer who flies frequently describes himself as "lawyer and aviation passenger." The premium payable on such policies, according to the latest announcement of Barber and Baldwin, aviation agents of the United States Life, is the usual life rate plus an additional rate depending upon appraisal of the flying hazard involved.

NOVEL USE OF ACTUARIAL TABLES

In a decision by which Dartmouth College will ultimately receive about \$375,000 from the estate of Mrs. Helen L. Bullard, who left the college the remainder interests in thirteen trust funds established by her, Surrogate O'Brien ruled that the value of the Dartmouth remainders should be computed at the time of Mrs. Bullard's death upon the life expectancy of the 13 life tenants as shown in insurance tables. Counsel for the estate of the largest life tenant, Mrs. Helen Sears, an adopted daughter, who died three years ago, contended that the value of the Dartmouth remainders should be computed at the times of death of the life tenants.

Old Line Life's Increase

Rupert F. Fry, president of the Old Line Life of Milwaukee, announced at the meeting of the Star Leaders' Club at Lake Geneva last week that the increase in paid for business so far this year is 25 per cent more than the same period of 1926.

PROVIDENT MUTUAL WILL HOLD ANNUAL CONVENTION

TWO ORGANIZATIONS TO MEET

General Agents' Association and Quarter Million Club Session to Be Held at Colorado Springs

The Provident Mutual Life is holding the annual convention of its general agents at Colorado Springs, Colo., Sept. 5-7, followed immediately by the convention of the \$250,000 club, Sept. 8-10. The first actual session will commence Sept. 6 with Alfred Matthews, president of the General Agents' Association, presiding. James H. Cowles, general agent at Denver, will give the address of welcome to which Alfred Matthews, president of the General Agents' Association and general agent at San Francisco, will respond. Franklin C. Morss, manager of agencies, will offer greetings.

Addresses Scheduled

Vice-President M. Albert Linton will speak on "What the Provident Has Done For the Field and Our 1927 Program." At the afternoon session, Dr. Charles H. Willits, medical director, will speak on "Insurance on Special Classes of Risks"; Leonard Ellsworth, general agent in Chicago, and Alexander M. Hammer, general agent in Boston, will lead the discussion on "Increasing Agency Production"; Boyd M. Ogelsby, general agent at Harrisburg, Pa., and Harper Moulton, general agent in Kansas City, on "Increasing Agency Production Through New Men"; Robert W. Creighton, general agent at Nashville, and Clancy D. Connell, general agent in New York City, on "Increasing Agency Volume Through Conservation."

The morning of Sept. 7 will be given over to three group conferences for the purpose of discussing the subjects presented in the preceding day's program and relative topics. These three conferences will be in charge of William J. Cardwell, general agent at Lexington, Ky.; Howard Johnson, general agent at Newcastle, Pa., and Henry C. Martens, general agent at St. Paul.

Big Producers Will Meet

The convention of the \$250,000 club will open the morning of Sept. 9. President Asa S. Wing of the company will present home office greetings and Obed W. Fell, special agent, will present greetings from the Colorado agents. Franklin C. Morss, manager of agencies, will be in charge of the installation of officers and introduction of members. Ten minute talks on "Increasing Individual Volume in Force" will be given by Frank M. Harper of North Carolina; Sydney A. Sherwin, Jr., of Buffalo, and Frank E. Colclough of Los Angeles. Vice-President M. Albert Linton will conduct an open forum.

At the session the morning of Sept. 10, F. Phelps Todd, assistant insurance supervisor, will talk on "New Paths"; Charles A. Tushingham, educational supervisor, on "Retrospect and Prospect," and Alfred Matthews, president of the General Agents' Association, will give greetings from that organization. A sales demonstration will be given by Willard Ewing and J. Stinson Scott of the home office. Aubrey M. Davis of the Los Angeles agency, vice-president of the \$250,000 club, will preside at the session given over to a series of ten minute talks by various leading producers.

Two Conventions in Colorado

Colorado will be host to two life company conventions in the next two weeks. The People's Life of Indiana meets at Troutdale in the Pines, Sept. 6-10, while the Provident Mutual Life convenes at Colorado Springs the first week of the month.

ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA



Royal Union Life Building
Cor. Seventh and Grand Ave.,
Des Moines, Iowa

ROYAL UNION LIFE INSURANCE COMPANY

A. C. TUCKER, President

Looking Ahead!

Approximately one-third of the possible prospects in every community are children.

Royal Union salesmen may write children from age one day and up. The contracts automatically go into full benefit at age five.

Our agents are backing up the popularity of these wonder contracts by steadily mounting sales—that's the surest proof of the possibilities in this vast prospect field.

ROCKFORD LIFE INSURANCE COMPANY

ROCKFORD, ILLINOIS

Agency Openings In

| | |
|----------|-----------|
| ARKANSAS | KANSAS |
| COLORADO | MICHIGAN |
| FLORIDA | MINNESOTA |
| GEORGIA | MISSOURI |
| ILLINOIS | NEBRASKA |
| INDIANA | OHIO |
| IOWA | TENNESSEE |
| | TEXAS |

Write to

FRANCIS L. BROWN, President

Rockford Life Building

Rockford, Illinois

The A & H Review
IS THE
ACCIDENT AND HEALTH
MAN'S PAPER
\$2.00 A YEAR CHICAGO

For Real News--

Read the Announcement on Page

14

MAJOR THEME TAKEN UP AT EACH SESSION

AGENTS' CLUB IN CONVENTION

Builders Club of Ohio National Life
Meeting at Conneaut Lake Park
This Week

CONNEAUT LAKE PARK, PA., Sept. 1.—The annual meeting of the Builders Club of the Ohio National Life, the organization of leading producers, will be concluded here today. The convention opened Monday morning, preceded by a dinner Sunday night. The convention sessions were each devoted to definite themes, the first being "The Agent and His Profession," the second, "The Agent and His Training," third, "The Agent and His Client" and the last, "The Agent and His Work." Talks were given by officials of the company and leading producers in the field. Freeman Essex, president of the Builders Club, gave the opening address, this being followed by talks on the life insurance profession in general, among them one by S. J. Blashill, secretary of the company. T. W. Appleby, president of the company, spoke on, "Opportunities," at the opening of the second session, the balance of the session being devoted to a discussion of the training of the agents. At the luncheon on Tuesday, Senator S. D. Fess, United States Senator from Ohio was the guest and speaker. E. E. Kirkpatrick, superintendent of agencies, and Walter Schmidt, counsel for the company, and a number of the company leaders in the field spoke on Wednesday. Today's program calls for an open forum discussion, the election of officers and the final address by R. H. Longwell. The convention will adjourn after today's luncheon.

T. LOUIS HANSEN—AN APPRECIATION

BY WALTER E. WEBB
Vice-President, National Life U. S. A.

"IN the midst of life we are in death." Surely, none of us knew the truth of this quotation would be so fully borne out at the recent convention of the field organization of the Guardian Life at the Edgewater Beach Hotel in Chicago. At that convention it was the good fortune of Charlie Cartwright of THE NATIONAL UNDERWRITER and myself to be called upon as local men to extend a word of greeting to those assembled. Somehow, we tried to diligently do our parts and we are both thankful for having had the privilege to attend what proved to be the last convention T. Louis Hansen was destined to grace as the agency executive of his company.

T. Louis Hansen has passed on—most certainly to a great reward.

He was a man richly experienced in this business. He was loyal through and through to his company and his

field associates. His task was not an easy one. He at all times discharged the responsibilities of his high office without fear or favor and inspired the respect, esteem and affection of his associates.

He was a man whose head and heart guided him through his daily work.

In the death of T. Louis Hansen we are impressed with the life of a man who devoted himself whole-heartedly to a cause—his company—and achieved a success worthwhile. He spent himself in duty—the good that he has done will live after him.

He is lost not only to his company but to the vocation of life underwriting—in which he occupied a foremost position because of his integrity, breadth of vision, rugged character and human qualities.

He will be missed.

PLAN ENTERTAINMENT FOR COMMISSIONERS' CONVENTION

CINCINNATI, Aug. 31.—The committee arranging entertainment for the Insurance Commissioners' Convention, which meets in Cincinnati Sept. 26-29, met Monday of this week to complete its plans. The convention will open Tuesday morning. Tuesday afternoon the convention attendants will be taken on an automobile ride over Cincinnati and the same evening will be guests at a dinner dance to be given at the Gibson hotel. Wednesday morning, while the convention is in session, ladies attending the convention will be taken to the famous Rookwood pottery in Cincinnati

and then to the Cincinnati Zoo, where luncheon will be served. From there they will be taken to the Ohio river wharf to board a steamer which will take the entire convention on an afternoon and evening ride down the Ohio river and back. A buffet luncheon will be served on the boat. A visit to a country club will keep the visitors entertained Thursday afternoon and evening. Burgoo will be served at this outing.

Frank H. Freericks, secretary of the American Druggists Fire, has been named to serve on the general entertainment committee. Members of the committee are to meet again Sept. 26 to check over all convention plans and make sure that everything is ready for taking care of convention visitors.

LEVIES INCREASE WITH EXPANSION OF BUSINESS

CANADIAN LIFE TAX FIGURES

Report for 1926 Shows Total Over
\$3,000,000—Higher for United States
and Canadian Companies

OTTAWA, ONT., Sept. 1.—In 1926 the taxes on life insurance business in Canada in percentage to premium income were somewhat higher for United States and Canadian companies and lower for British companies. The higher rate is probably due to expansion in the companies' premium income. The following record for 1926 shows the life insurance taxes in proportion to premium income:

| Cos. | Prem. Income | Taxes | Pct. of Taxes to Income | 1926 | 1925 |
|----------------|--------------|------------|-------------------------|------|------|
| U. S. Cos. | \$53,331,443 | \$ 802,365 | 1.5 | 1.26 | |
| British Cos. | 3,888,825 | 67,640 | 1.74 | 1.83 | |
| Canad. Cos. | 172,588,102 | 2,875,958 | 1.66 | 1.65 | |
| (All Business) | | | | | |

The taxes paid in 1926 by United States and British companies on their Canadian business amounted to \$870,605. What proportion of the taxes paid by Canadian companies was on Canadian business is not given but it would seem safe to say that the taxes paid in Canada by United States, British and Canadian life companies would be over \$3,000,000.

Honor President Whitfield

The International Life has launched a special campaign in September to honor President W. K. Whitfield.

All prizes are to be awarded on a point basis, each \$1,000 of paid-for business to represent one point. Agents will not be limited to one prize but may select as many of the articles offered as the total number of points scored during the month will permit.

Service to Agents

Openings in

OHIO
MICHIGAN
INDIANA
ILLINOIS
MINNESOTA
IOWA
MISSOURI
KANSAS
OKLAHOMA
TEXAS
CALIFORNIA

Undoubtedly the agents in the field are the very life blood of a company. To have a happy, contented, prosperous and money-making agent the company must be behind him.

We stand squarely back of our agents at all times. It is our attitude that whatever is best for the producing agent is also best for the company.

We try to equip our Agents so that he may earn a commission from the time he spends in solicitation. Certainly no commission can be earned where no application is taken or on a rejection, therefore our company sincerely tries to issue a policy on every application.

Our policies are fair and liberal, the net cost on a low, competitive basis. Besides the Standard Policies, we have a few specials, notably our Preferred Risk Low Cost Ordinary Life.

Thirty-two years' experience with Monthly Premiums has taught us that installment buying is here to stay. Our \$1.00 a Month Policy gets the business where other plans fail. Why not investigate?

Serve and Succeed With The

SPRINGFIELD LIFE INSURANCE COMPANY

SPRINGFIELD, ILLINOIS

A. L. HEREFORD
President

C. HUBERT ANDERSON
Superintendent of Agencies

FORESEE TROUBLE WITH BANK INSURANCE AGENCIES

HAVE ENORMOUS ADVANTAGE

Louisville Financial Institution With
Aggressive Life Department Shows
Menace to Present System

LOUISVILLE, Aug. 31.—The bank agency argument that has long been an active topic of discussion in fire insurance circles may spread to life insurance, if large city banks are going to pursue such tactics as are reported by a life special agent, who stated that one of the banks had a special life insurance solicitor, who, armed with facts and figures, which could be taken from accounts of the bank, was in position to go to bank customers and advise them on why they should take out life insurance.

Such a solicitor with an open book of the assured's loans, financial condition, business, business dealings, etc., perhaps even his statement to the bank, could certainly talk cold turkey. He would also have an introduction as a representative of the bank that the life insurance agent could not hope to have. When he presents his card as a representative of the bank he is going to secure an audience, as the merchant or business man is not going to turn down an audience to the banker, whom he badly needs in his business.

Gives Effective Opening

Then the solicitor after getting in can state that he is from the insurance department of the bank, and that this or that officer had suggested that it would be good business for the depositor to take out sufficient life insurance protection to be in the clear. The solicitor could go ahead and show where he had analyzed the depositor's or borrower's account, and suggest that he take out a certain amount of coverage. The rest would be quite simple. If the borrower needed the bank he wouldn't feel much like turning down the proposition, especially where he was shown that it would be excellent business to carry enough coverage to protect all of his operations.

Of course, there are a lot of borrowers who are in good shape financially, who are in position to turn the bank down, and who know they can secure loans elsewhere. It isn't easy, however, to get old customers to leave a bank that has been handling their affairs for years. Of course, the bank is generally well protected, or wouldn't make the loans, but banks have gotten customers into the habit of feeling that the bank is doing them a big favor by allowing the customer to pay 6 percent for money, frequently while carrying a fairly good open balance that is not drawing interest.

Writes Large Volume

The special agent stated that he happened to know that this particular bank wrote \$300,000 worth of life insurance in a single month, and he was of the opinion that the solicitor was a flat salary man, which meant that the bank was reaping a fine profit on its life insurance operations, brokering the business with one of the smaller life companies, which, of course, would be glad to get it, even though it wasn't coming through the usual channel. This special agent had one client who had planned to place some business with him. When he went back to see him the client told him about the bank proposition which had been made to him. The particular client was one of those fortunates who didn't happen to be at the mercy of his banker and the special agent killed the bank proposition.

Passes \$900,000,000 Mark

The Connecticut General Life recently passed the \$900,000,000 mark of insurance in force. The company had practically \$850,000,000 in force at the end of 1926.

Our Agents Have

A Wider Field—
An Increased Opportunity
Because We Have

General Age Limits 0 to 60.

Non-Medical Age Limits 0 to 45.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e., Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies, Medical and Non-Medical.

Same Rates for Males and Females, Medical and Non-Medical.

Double Indemnity and Total and Permanent Disability features for Males and Females alike, Medical and Non-Medical.

Standard and Substandard Risk Contracts.

Our Class C Senior Agents may write Non-Medical Applications for as much as \$3,000.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

WHAT'S AHEAD?

That question is in the mind of every ambitious man. It's in your mind.

If the answer does not satisfy, it will pay you to learn the advantages of a life underwriting contract with Fidelity.

Fidelity originated the disability provision, the double benefit feature, and the "Income for Life" plan. It operates in forty states on a full level net premium basis with more than \$70,000,000 in assets and over \$343,000,000 insurance in force.

More than 36,000 direct leads a year from Head Office lead service

**THE FIDELITY MUTUAL LIFE
INSURANCE COMPANY**

PHILADELPHIA

Walter LeMar Talbot, President

**DON'T MISS
READING
PAGE 14**

**IF YOU WISH
TO DIGNIFY
YOUR BUSINESS**

Dynamic Detroit Life

Old enough to have established itself firmly among the most progressive life insurance organizations; yet young enough to maintain a personal interest in each of its agency men.

These facts mean much to you if you contemplate entering the profession of life insurance salesmanship or if you are seeking a new opportunity.

Desirable territories available in the State of Michigan.

DETROIT LIFE INSURANCE COMPANY

"The Company of Service"

M. E. O'Brien, President

2210 Park Avenue

Detroit, Mich.



Announcing the new STANDARDIZED DALLWIG POLICY AND COMMISSION RECORD

A NEW { Improved Record Sheet
Attractive Binder
Low Price

Now you have the opportunity of obtaining an improved DALLWIG RECORD at a price made possible only through standardization and due to the sales volume we have now attained.

There is now but one DALLWIG RECORD Outfit—the NEW Standardized Dallwig Policy and Commission Record. From the demand for Dallwig records we have evolved a NEW Standardized Record Sheet which is so simple that an instruction sheet is unnecessary and at a price which will suit every purse!



Think of it—a complete DALLWIG RECORD Outfit—the system that prominent underwriters everywhere have hailed as the last word—consisting of 50 new improved record sheets, an especially ruled 48-page reinforced index to policyholders and policies and a new exceptionally attractive full

leather finish sectional post binder—with your name stamped in gold on the front cover—all for a price less than your commission on a \$1,000 ordinary life case!

We want you to have the whole story—its worth while—if it wasn't, The National Underwriter would not accept our advertising. So send the Coupon today. NOW—before you turn the page.

P. G. DALLWIG

Exclusive Distributor
231 South La Salle Street, Chicago

P. G. Dallwig,
Exclusive Distributor,
231 South La Salle St.,
Chicago.

Send me the whole story about the New Standardized Dallwig Policy and Commission Record.

Name

Street

City

N.U. 9-2-27

State

AGENTS WANTED EVERYWHERE!

PLACE ALL ACTIVITIES UNDER ONE SUPERVISOR

CHICAGO BRANCH EXPANDING

Acacia Mutual Life Office Taking on
New Space and Consolidating All
Offices There Under Stamm

Effective Sept. 1 all the Chicago offices of the Acacia Mutual will be consolidated under the management of Leo R. Stamm, supervisor of the Chicago district. The business has grown to such an extent that it now requires more centralized control. The plan is to have several units, each in charge of a manager. These will be appointed between now and Jan. 1.

The Chicago branch now has more than \$25,000,000 of business in force and has outgrown its present quarters in the LeMoyné building. About Sept. 6 the agency is moving to the 18th floor of the new Lake-State Bank building.

This expansion program was developed and put in operation during the visit of President Montgomery to Chicago recently. He was greatly impressed with the progress and personnel of the Chicago branch and congratulated Manager Stamm on the results achieved.

The production of the Chicago branch increased over 60 percent during the first seven months of the year over the same period last year. A remarkable record was made in conserving old business, the increase in this respect being over 300 percent. J. F. Surridge was put in charge of this department, and by a unique system of personal contact was able to accomplish these results.

This year, for the first time, the Chicago branch broke into the million-a-month class and, with the larger agency plant and plans that are being put into operation, it is expected that a regular production of \$1,000,000 a month can be maintained.

ROBERT A. HANN GOES TO MOUNTAIN STATES LIFE

Robert A. Hann, consulting actuary of Chicago, has been appointed assistant to the president of the Mountain States Life of Hollywood, Cal. Mr. Hann began his business career as a mechanical engineer. He is a graduate of the Stevens Institute of Technology. He entered the insurance business in the service of the Equitable Life of New York in the actuarial department, remaining with that company 16 years. He became actuary of the Colorado insurance department and later became connected with the Ohio State Life. In 1916 he resigned from that company to open an office in Columbus, O., as consulting actuary. He served as an officer in the construction division of the army in 1918-19, and after his discharge from the army re-entered the insurance field as vice-president and actuary of the American Bankers of Chicago. Mr. Hann is a brother of A. G. Hann, who is a director and actuary of the Pacific Mutual Life.

Guaranty Life Picnic

The annual picnic of the officers, home office force and directors of the Guaranty Life of Davenport is to be held at Davenport this week. L. J. Dougherty, general manager, also announces the annual agency meeting of the company will be held in February of next year instead of this fall, since next year is the silver anniversary of the company.

Continental Assurance Convention

The agency convention of the Continental Assurance of Chicago will be held at the Stevens Hotel in that city Oct. 6-8. The arrangements are in charge of Vice-President Glenn F. Claypool.

PRESIDENT SNELL OF MIDWEST LIFE IS DEAD

WAS A CONSTRUCTIVE FACTOR

Organized the Lincoln, Neb., Company
and Has Been Its Head
Since It Started

LINCOLN, NEB., Sept. 1.—N. Z. Snell, president of the Mid-West Life of this city, who has been ill since last April, died at his home here yesterday. Mr. Snell was a native of Missouri, born



N. Z. SNELL
President Mid-West Life

Aug. 25, 1860, and had lived in Nebraska since the early years of his life, receiving his education in the public schools of this state and at the Nebraska State University. He served for two years as president of the Alumni Association of that school.

He has been active in life insurance affairs since 1898, when he became attorney and director for the Security Mutual Life of Lincoln, serving in that capacity until July, 1903, when he became president of the company. He organized the Mid-West Life in 1906 and has been president ever since. He had been the primary factor in the growth of that company, which now has more than \$23,000,000 insurance in force. Its business was increased very materially by the purchase in 1924 of the Lincoln Life of this city, which added about \$2,000,000 insurance on its books.

Home Life Men on Tour

Eighteen members of the agency force of the Home Life of Arkansas left Little Rock, last week on the third annual excursion of the Two Hundred Thousand Dollar Club of the company to visit Denver and nearby points in the Rocky Mountains. The party, including several members' wives and numbering about 25, was absent one week.

Vice-president J. J. Harrison presented Governor Adams of Colorado a 97½ pound watermelon while the party was in Denver. Governor Adams said: "There seems to be a lot of water in this melon. I hope we can allocate this water equally. I'm sure there is enough for everybody." He was alluding to the meeting of seven governors of states interested in river legislation. All the executives shared equally in the huge melon.

HAVE COURAGE

Keep a brave spirit,
And never despair.
Hope brings your messages
Through the keen air;
Good is victorious,
God, everywhere.

—Anon.

NATIONAL LIFE U. S. A. AGENTS' CONVENTION

Chicago Company Held First
Regional Meeting at Signal
Mountain

WEBB WAS IN CHARGE

Many of the Old Time Leaders Were
Present and Took Part in
Proceedings

The National Life U. S. A. held the first of three regional conventions Aug. 24-26 at Signal Mountain, Tennessee, the session including in the main representatives from the eastern and south-eastern states.

The home office party included Vice-President Walter E. Webb, who was in general charge of the meeting; Vice-President and Medical Director Walter A. Jaquith, Assistant Secretary John C. B. Parker, and Agency Supervisor A. W. Jackson.

Old Timers Present

The convention was unique in that although a regional meeting, it was attended by a number of men of the field organization who have been factors for years in the growth and development of the National Life; such men as James S. Barrow of Kansas, who has had great success in developing college men and whose agency is composed largely of men whom he interested and began to develop as part-timers while still undergraduates; Benjamin F. Maxey of Pennsylvania, for many years a National U. S. A. leader; "Uncle" John Rudolph of Florida; Harry T. Sawyer of Pittsburgh, who has been with the company for many years; Frank E. Davis of Georgia, the human dynamo, and Lee Parker of North Carolina, all of whom have developed splendid organizations.

John C. B. Parker, assistant secretary, had for his subject "Factors for Success in the Life Insurance Business." He pointed out that while some men failed to make the proper start, either because of lack of cooperation on the part of the company or the general agent and proper educational methods, many of the men who remained in the business, were really failures because they were content with half-hearted results instead of capitalizing fully on their energy and ability. He explained that the difficulty with this group lay within and could not be blamed on external causes.

Agency Leaders Spoke

John Darby of Alabama made a talk on "How to Sell Farmers," and was followed by John Kane of Pennsylvania, whose subject was "Objections to Life Insurance and How to Meet Them." Then J. E. Odum of Georgia gave a talk on "The Dotted Line and How to Close." Benjamin F. Maxey of Pennsylvania followed next with a discussion of the "National Five-Point Policy."

The morning session was concluded with an address by Dr. Walter A. Jaquith, vice-president and medical director, who had for his subject "A Plea to Agents for Closer Cooperation With the Home Office in the Selection of Risks." Dr. Jaquith pointed out some of the difficulties which arise when an agent fails to furnish all the facts in his possession to the home office, and does not understand or appreciate what the company is attempting to do in continually widening its sphere in underwriting and the selection of risks.

"Why Agents Fail" was the topic handled by Home Office Agency Supervisor A. W. Jackson, who pointed out

the pitfalls which beset the man with the rate book, the reasons for their shortcomings, and how to surmount them.

E. J. Hyde, Jr., vice-president of the Retail Credit Company of Atlanta, next spoke on inspection reports. E. L. Almand, the next speaker, has long been a standby in the National's Georgia organization, and the points which he brought out under his topic, "How to Sell Women," were practical. J. F. Carswell spoke on the subject of "Life Insurance, What It is and What It Does."

James S. Barrow gave one of the outstanding addresses of the day, pointing out many of the factors which have made it possible for him to develop one of the leading organizations of the company during his 23 years of association.

Mr. Barrow was followed by Frank E. Davis of Georgia, who has developed one of the largest organizations in the National's field forces.

Webb Pointed Out Pitfalls

The business session was concluded with an address by Vice-President Webb, who pointed out the pitfalls which beset men in the life insurance business, and the factors which lead to success.

Vice-President Webb was toastmaster at the banquet and he called first upon Mr. Parker, assistant secretary, who brought out the fact that sometimes at conventions the large outstanding producers were featured, to the discouragement of the modest writer, whereas the small producer should be considered just as successful as the large writer, if he is developing to the fullest extent his own individual energy and capabilities.

Agency Manager Maxey offered a resolution that both Chairman A. M. Johnson and President A. D. Lay let nothing prevent their attendance at the great 60th anniversary convention at Washington next year.

James S. Barrow made a stirring talk of particular interest to the younger men, pointing out that in order to be successful and accomplish anything worth while, it is necessary for a man to be patient and work hard and steadfastly even though his efforts go for a time without recognition.

Dr. Jaquith was the next speaker and as usual his words carried a real message to those present, his theme bringing out the idea of helpful co-operation and team play and unity of action. The banquet program was concluded with a scholarly address from Vice-President Webb.

Minnesota Mutual Convention

The Minnesota Mutual Life held its annual agency convention at Alexandria, Minn., this week, with more than 100 agents attending from 25 states.

Sam R. Weems of Texas was convention president and presided over the opening session. Les Livengood, Illinois, and Fred W. Allen, Minnesota, shared with Mr. Weems the honor of presiding at the other two sessions.

President E. W. Randall gave the address of welcome and A. O. Eliason, Minnesota general agent, responded. "Insured Investments" was the subject of an address by Ray P. Cox, manager of western agencies.

Among the round table topics discussed were "The Sales Idea That Brought Me Here"; "My Best Conservation Idea"; "Writing Old Policy-holders."

Two Agency Parties Meet

It so happened that at Yellowstone National Park last week the agency forces of the Northwestern National of Minneapolis and the Mutual Trust met for a half hour or so at Mammoth Hot Springs Lodge. Both President O. J. Arnold of the Northwestern National and Vice-President Carl Peterson of the Mutual Trust were carefully watching each other. However, none of the agents were induced to switch companies.

The Direct Agency System a Success One Hundred Millions in Force

THE COLUMBUS MUTUAL LIFE INSURANCE CO.

The Third Ohio Company to Reach the Hundred Million Mark

It took the first company thirty (30) years and the second company twenty-eight (28) years to accomplish what The Columbus Mutual has accomplished in nineteen and a half (19½) years.

Our business has all been written direct through our own agents. THE COLUMBUS MUTUAL HAS PASSED IN VOLUME FIFTY-SIX (56) COMPANIES ITS OWN AGE OR OLDER and only one younger company has more business in force which did not combine with or reinsure other companies.

"TWO HUNDRED MILLION IN '32"
HELP WRITE THE SECOND HUNDRED MILLION

The Columbus Mutual Life Insurance Company

580 E. Broad Street, Columbus, Ohio

C. W. Brandon, President

D. E. Ball, Vice-President and Sec'y.



Home Office
Armour Boulevard and Main Street

Midland Life Insurance Company

Kansas City, Missouri

There are men selling life insurance today whose present opportunities are limited but who have real futures. They are experienced, write a good volume of business and can handle men. But they must have a better deal before they reach full earning capacity.

Many deserve to be and should succeed as general agents or district managers, especially in productive fields, representing a sound, growing company.

If you are qualified, make yourself known at once to the Midland Life, a solid, progressive company with \$33,000,000 insurance in force—a company that meets competition in all standard forms of policies and actually cooperates with its field forces.

There are choice openings in Denver, Sedalia, St. Joseph, Wichita, Salina, Dallas, San Antonio and elsewhere.

Take the first step toward a bigger future today. Address your letter to the undersigned personally.

Daniel Boone, President

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor
ROGER A. CRANE, Associate Editor

PUBLICATION OFFICE, Insurance Exchange, CHICAGO. Telephone Wabash 2704
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E. R. SMITH, Statistician; **ABNER THORP, JR.**, Director Life Insurance Service Dept.

NEW YORK OFFICE
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GEORGE A. WATSON, Associate Editor

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PERSONAL GLIMPSES OF LIFE UNDERWRITERS

At least for a few minutes there were two presidents and one vice-president at Mammoth Hot Springs Lodge at Yellowstone Park last week. President Calvin Coolidge was there and likewise President **O. J. Arnold** of the Northwestern National Life, who was conducting his agents through the park on a tour, and Vice-President **Carl Peterson** of the Mutual Trust Life of Chicago, who likewise was conducting a party of his agents through the park.

John W. Cadigan, assistant superintendent of agencies of the New World Life, was married last week to Miss Aliene Loosmore Murray of Spokane. The groom is the son of John J. Cadigan, president of the New World Life.

Homer A. Benson, connected with the Public Savings of Indianapolis from the time of its organization until it was re-insured a few months ago in the Western & Southern, died last Friday at the home of his sister, Mrs. Ella Davis, in Gosport, Ind. Mr. Benson was publicity manager of the Public Savings and edited its publication, "The Banner," as well as other of its house organs at various times. Before the organization of the Public Savings Mr. Benson was connected with the Prudential. He was 69 years old. His wife died last March. He is survived by a son. He had not made a permanent new connection since the reinsurance of the company.

Ralph C. Lowes, Jr., son of **Ralph C. Lowes**, Illinois manager of the Lincoln National Life, was one of the entrants in the Dole prize contest flight from San Francisco to Honolulu, coming within an inch of making the flight but being disqualified at the last moment due to a lack of gasoline capacity on the plane. Mr. Lowes, together with Pilot Charles W. Parkhurst, flew from Peoria to San Francisco and passed the preliminary qualifications 100 percent. The two were preparing to go on the morning of the flight, being in readiness for the take-off, when the plane was disqualified for lack of gasoline capacity. It had been expected that the two would carry their plane, the "City of Peoria," across the Pacific and they had been given a notable sendoff with thousands of Peorians at the ceremony when they left that city. The officers of the Lincoln National Life and its entire organization sent greetings to Mr. Lowes as he left Peoria, looking upon him as their "eagle of the skies." Mr. Lowes is an able aviator, having been in the flying corps of the navy during the war and supplementing this with intensive training in air service and navigation since that time.

John J. Moriarity, vice-president of the Missouri State Life, suffered the loss of his watch while attending the annual outing of the Marion Rich agency at Wrightville Beach, Va., but this misfortune was turned to good fortune, for he was presented with a handsome time piece to replace the lost article by those present at the Quarter Million Club Convention in San Francisco. The presentation of this watch by Herbert Lorick featured the luncheon on the second day of the convention and enabled the leading producers of the company to pay high tribute to their home office friend.

G. V. Cleary, general agent in Chicago for the Reliance Life of Pittsburgh, has written a second \$1,000,000 policy on the life of John A. Carroll, Chicago banker and realtor, bringing the total now carried by Mr. Carroll to \$2,150,000. Mr. Cleary wrote this policy in conjunction with Edward J. Schellentrager, of the executive staff of the company at Pittsburgh. It is said that Mr. Carroll now has the largest amount of insurance ever issued on one life by one company. He

is president of the Hyde Park State Bank in Chicago. This second policy written by the Reliance Life is reinsured in some 40 other companies in the United States and Canada. There are only 19 men in the country carrying more insurance in total than Mr. Carroll, three of them being Chicagoans.

Ely D. Miller, who is with the Provident Mutual at Columbus, O., has been chosen a delegate for the fifth time to the quadrennial general conference of the Methodist Protestant church. The conference will be held in Baltimore in May and will mark the 100th anniversary of the founding of the Methodist Protestant denomination.

Sperry B. Pope, one of the veteran agents for the Phoenix Mutual Life in Chicago, has added to his record of long time persistent production, having finished 400 weeks with one or more policies each week and having established a new goal of 500 weeks of consecutive applications. Mr. Pope started with the Phoenix Mutual when Jules Girardin was manager of the Chicago office and has had a consistent production record up to the present time. In 1925 special mention was made of his having completed six years of consecutive production, but now he has added considerably to that record in the attainment of 400 weeks of consecutive production. Robert A. Judd, Chicago manager for the company, has broadcasted to all of Mr. Pope's clients a special tribute to him and, enclosed with this was an "applause card" which many of Mr. Pope's clients are returning with words of commendation of his long service as a life underwriter.

Herman Keller, special agent for the New York Life in Cleveland, died suddenly last week as a result of acute indigestion. Mr. Keller was well known in life underwriting circles in Cleveland and was also a member of the Orpheus Club and for the past years had led the singing at the northeast Ohio life insurance sales congress.

W. L. Rice, special representative at Lynchburg, Va., for the Mutual Life of New York, returned home the other day from Fort Eustis decorated with a medal which he won there in a sharpshooters' contest. He is a first lieutenant in the 317th Infantry, Virginia National Guard, which was in encampment at Fort Eustis for two weeks the latter part of August. In the rifle contest, he scored 211 points out of a possible 250. During the World War, he went overseas as a private in the Second division of the regular army. He participated in several important engagements on the western front and was commissioned lieutenant before the end of the war.

A special service pin cast for **Thomas Fox**, Sacramento, Cal., general agent for the Pacific Mutual Life, was presented to him by President George I. Cochran at a celebration at the home office as a token of appreciation for the long service that he has given the company. Mr. Fox began with the company as an office boy 50 years ago. He is the only agent of the company to have rounded out a full half century.

When **Darby A. Day**, Chicago general agent of the Union Central Life, arrived at his office last Saturday morning he found it banked with flowers of all sizes, shapes and hues, and on his desk a cake bearing the inscription: "Congratulations on Your 50th Birthday," and 50 candles. Also on his desk was a card of congratulations from every member of the agency and clerical staffs, and the following telegram from President John D. Sage of the company, who is vacationing at Madison, Conn.: "Sincere congratulations on this aus-

Death of Two Prominent Officials

THERE were two interesting and romantic characters in life insurance who died last week, men who reached the heights by industry, faithful discharge of duties and intelligent ambition. We refer to **JOHN C. MAGINNIS**, president of the EUREKA-MARYLAND ASSURANCE of Baltimore, and **T. LOUIS HANSEN**, vice-president of the GUARDIAN LIFE and head of its agency organization.

Both men started way down the ladder. Mr. HANSEN was a native of Denmark, came to this country as a clerk in the actuarial department of the old GERMANIA LIFE, which later became the

GUARDIAN LIFE. Mr. MAGINNIS sprang from a small town in Pennsylvania and started as a soliciting agent of the PRUDENTIAL. In case of both men, most dissimilar in personality and training, there were attributes that spelled success. Both belonged to that class who worked consistently and persistently. They were pluggers. They did everything at hand with the best of their ability and sought to do more. Both became valuable to their organizations. They were made of the stuff that wins over all obstacles. Their careers should be an inspiration to others.

A Statistical Picture

The story of a decade of life insurance is strikingly shown in a statistical review of the business since 1917, showing a doubling and trebling of various items in the financial statement. These items are merely representative of the effect of life insurance throughout the country among the army of policyholders and they tell of the important place now held by this great institution in the economic and social makeup of the country. The totals of insurance written and money invested, the aggregate of the funds paid to policyholders and beneficiaries, the great sums now standing behind the policies as a guarantee of the protection and investment element, all combine to give a forceful picture of life insurance. The development in the past ten years on these various items is shown in the following tables recently compiled by the "Spectator," showing the totals by years and the increase over the decade in various important items in the financial statement:

Ordinary Insurance*

| Year | Amount Written and Paid For | Amount in Force |
|------|-----------------------------|------------------|
| 1926 | \$13,285,218,623 | \$61,793,394,122 |
| 1925 | 11,816,746,801 | 58,866,069,095 |
| 1924 | 10,650,071,748 | 51,520,763,378 |
| 1923 | 9,320,890,348 | 46,696,277,874 |
| 1922 | 7,506,249,499 | 41,404,191,102 |
| 1921 | 6,787,343,731 | 37,977,280,586 |
| 1920 | 8,489,970,668 | 35,091,538,279 |
| 1919 | 7,010,111,469 | 29,273,114,680 |
| 1918 | 3,987,716,219 | 24,167,111,902 |
| 1917 | 3,840,133,213 | 21,965,594,232 |

Increase in 10 years.....\$10,072,126,832 \$41,925,123,781

*Includes group.

| Year | Admitted Assets | Surplus Funds |
|------|------------------|-----------------|
| 1926 | \$12,924,656,748 | \$1,345,849,388 |
| 1925 | 11,537,614,609 | 1,233,933,020 |
| 1924 | 10,499,040,297 | 1,144,972,190 |
| 1923 | 9,454,620,793 | 1,027,400,641 |
| 1922 | 8,652,318,490 | 956,704,941 |
| 1921 | 7,936,496,844 | 806,521,968 |
| 1920 | 7,319,997,019 | 743,026,692 |

| Year | Admitted Assets | Surplus Funds |
|---------------------------|-----------------|---------------|
| 1919 | 6,790,582,415 | 729,431,619 |
| 1918 | 6,475,139,502 | 717,695,706 |
| 1917 | 5,940,622,780 | 749,571,383 |
| Increase in 10 years..... | \$7,388,049,265 | \$641,792,507 |

| Year | Premium Receipts | Total Income |
|---------------------------|------------------|-----------------|
| 1926 | \$2,612,209,090 | \$3,318,698,584 |
| 1925 | 2,383,912,857 | 3,017,800,322 |
| 1924 | 2,115,519,101 | 2,698,127,003 |
| 1923 | 1,899,750,912 | 2,427,327,961 |
| 1922 | 1,686,261,072 | 2,149,186,346 |
| 1921 | 1,537,280,119 | 1,951,417,924 |
| 1920 | 1,384,938,970 | 1,764,212,582 |
| 1919 | 1,207,134,389 | 1,559,982,880 |
| 1918 | 994,266,611 | 1,324,586,741 |
| 1917 | 928,840,629 | 1,249,491,387 |
| Increase in 10 years..... | \$1,764,225,330 | \$2,200,838,256 |

WORK is life. Almost anything is possible to industry. Until a man pitches in and works hard, he will not find out what he is really fitted to do. The only way a man can acquire patience, persistency, and power is through the medium of hard work.—Pan-American.

HUGH D. HART says he refused to go into the lumber business because "I had rather take my chances with a business that depends on men who are growing up, rather than on trees that are being cut down."

THE best guardian of the purse that has ever been discovered is a life insurance policy.—Charles Evans Hughes.

picious occasion. You have beaten me to the half-mile post by 18 days. Will race you and be following you at the three-quarter post and celebrate with you the passing of the full mile. May you have many years of happiness and continued prosperity and success in your business activities. Congratulations and much appreciation of what you have been able to do thus far under the banner of the Union Central Life."

Mr. Day was the recipient of a number of presents from individual members of his staff, among which was a small keg—with glasses for same—inscribed with the names of the donors.

E. A. Hasek, assistant agency director for the Union National of St. Petersburg, Fla., while on his vacation in the north met with a serious accident when his automobile turned over and caught fire near Grand Rapids, Minn. Latest reports are that Mr. Hasek was able to be moved from the hospital at Grand Rapids to his former home in Cedar Rapids, Ia., and hopes to get back to St. Petersburg early in September. Mr. Hasek in addition to his work as assistant agency director has the general agency for the home office territory.

Leonhard T. Hands has resigned as superintendent of agencies of the National Life U. S. A. of Chicago. Mr. Hands is a former insurance commissioner of Michigan. He will return to that state and continue in the life insurance business. He was connected with the Michigan department for 10 years, 1916 to 1926, and also has had extensive experience in the life field.

LIFE AGENCY CHANGES

FINGER DIVISION MANAGER

Cleveland Man Is Promoted to Head Pittsburgh District by Sun Life of Canada

CLEVELAND, Sept. 1.—Announcement has been made by Joseph N. Willis, state manager of the Sun Life of



RAY H. FINGER

Canada, of the appointment of Ray H. Finger as division manager of the Sun Life for the Pittsburgh district. Mr. Finger has been the Cleveland manager of the Sun Life since this company's entry into Ohio and was secretary of the Cleveland Life at the time the latter company was absorbed by the Sun Life. Prior to that affiliation, he was the manager of the Cleveland Advertising Club.

In making the announcement, Mr. Willis stated: "Mr. Finger has made an outstanding success as city manager of the Cleveland agency and we have no one to fill the position he is leaving, but

We Want a Live-Wire Publicity Man

An enlarged program for assisting our agency force, in strengthening contacts and effecting sales, calls for the addition of a capable publicity man.

He must have had sufficient experience to be able to take charge of issuing pamphlets, preparing advertising and news copy and promoting other sales assisting plans.

His immediate service is required to aid in the campaign of presenting our new Retirement Income Policy and several liberalized features in our other policies to become effective September 15.

The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Bldg.

Fort Wayne, Ind.

More Than \$485,000,000 in Force

What Every Insurance Man Knows!

The purpose of all insurance is to protect surplus earnings.

Life and Accident insurance protects future surplus earnings.

Property insurance—fire, liability, etc., protects past surplus earnings—accumulated wealth.

The well-informed agent can give service on all lines.

The well-managed organization can underwrite all lines.

The Continental agent and the Continental organization are multiple-line in principle and practice.

Continental Casualty Co. The Continental Assurance Co.

H. G. B. ALEXANDER, President
CHICAGO, ILLINOIS



Just three
good openings

Springfield, Ill.
*Cincinnati,
Ohio
Grand Rapids,
Mich.

*Closed — Two
Left

BIG DIVIDEND INCREASE

Announced by

**THE MINNESOTA MUTUAL
LIFE INSURANCE COMPANY
SIXTH RAISE in FIFTEEN YEARS**

Whole Life Preferred Risk Policy
\$2.50 lower net cost first year,
\$3.50 lower net cost twentieth year
than our old Ordinary Life.

Dividend increases on other policies
in proportion.

This places The Minnesota Mutual
Life Insurance Company among
the leading low net cost companies
of the United States.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

SAINT PAUL, MINNESOTA

Now a \$137,000,000 company

his record here has been such as to clearly merit him for the promotion."

Mr. Finger has been an active member of the Cleveland Life Underwriters Association, and is responsible for many of the fine programs of the association's monthly meetings.

HAS SECOND BOSTON AGENCY

**Berkshire Life Opens New Office There
with Kurt Winters and S. S. Smith
as General Agents**

The Berkshire Life has opened a second general agency in Boston with Kurt Winters and Sherwood S. Smith as general agents in charge. Boston has had a general agency of the Berkshire Life since the company started business 76 years ago. The present agency in the new Chamber of Commerce building on Federal street, in charge of Spencer



SHERWOOD S. SMITH

S. Dodd, will continue as heretofore. The new agency will be located at 79 Milk street.

Last week a luncheon was given the two new general agents by General Agent Dodd at which the majority of the Boston general agents of other companies were present.

Mr. Smith was formerly agency supervisor for the Paul F. Clark general agency of the John Hancock Mutual in Boston and was transferred to St. Louis two years ago to become associate general agent of the John Hancock in that city. He has been active in the National Association of Life Underwriters and was one of the speakers at the Kansas City convention in 1925.

CHANGE IN CHICAGO AGENCY

V. C. Curtis Resigns as Equitable Manager—Office Taken Over by H. E. Kerber and W. H. Bender, Jr.

V. C. Curtis, for over 10 years an agency manager for the Equitable Life of New York in Chicago and the oldest agency manager for the company in that city, has resigned as of Sept. 1, his office being taken over by Herbert E. Kerber and William H. Bender, Jr. Mr. Curtis has been one of the leading agency managers for the Equitable, his agency having ranked fourth in Chicago and having produced \$6,000,000 in new business last year. He has been with the company over 10 years and created his agency, which has covered both Chicago and outlying territory, without assistance. He is leaving this position to move to California on account of the health of his son.

Herbert E. Kerber, who has been assistant manager in the Kellogg agency in Chicago for the past five years and one of the leading producers for several years, has been appointed agency manager in charge of the outlying territory and one unit of the city territory formerly handled by Mr. Curtis. His outlying field will cover Joliet, Elgin, Aurora

and Waukegan. The offices will be in the Peoples Gas building in Chicago. Mr. Kerber has been assistant manager with the Equitable for five years and prior to that was one of the leading producers for several years. Previous to his connection with the Equitable he had general insurance experience in Chicago.

William H. Bender, Jr. has been appointed agency manager to assume the remainder of Mr. Curtis' agency in Chicago, taking over the offices heretofore in charge of Mr. Curtis in the Straus building. Mr. Bender has been an agency manager for the company in the Peoples Gas building. Prior to his appointment as agency manager in Chicago, he was an assistant manager for the company at Milwaukee and among the leaders in the country. After several years in Milwaukee he came to Chicago two years ago as agency manager.

CLARENCE W. WARD RESIGNS

**New York Life Agency Director in
Cleveland Returns to Ranks of
Personal Producers**

CLEVELAND, Sept. 1.—Clarence W. Ward is retiring as an agency director of the New York Life in Cleveland and will reenter the ranks of personal producers, a field in which he has made an outstanding success in the past. He has obtained a suite of offices in the Union Trust building where he will make his headquarters. Howard Rohan will be associated with Mr. Ward. Mr. Ward established one of the three Cleveland agencies for the New York Life about seven years ago and has built the agency up to an annual production of \$5,000,000, and at the present time has 38 men under contract. He has been writing about \$750,000 of personal business annually in addition to his duties as agency director.

Robert G. Hampe will succeed Mr. Ward as agency director. He has been an assistant director to Mr. Ward for several years.

C. J. Hoskinson

C. J. Hoskinson has been appointed assistant manager of the Huntington, W. Va., branch office of the Missouri State Life. Mr. Hoskinson has been agency special in this office for the past year. Mr. Hoskinson is a New Englander who spent the first ten years after graduation from college in exploration work in Africa. Exploration work and accounting in Canada and United States followed this and in 1917 he entered the government service. It was not until 1922 that he took up life insurance and from that time until 1925 was with the Pacific Mutual Life as underwriter, cashier and production manager of the West Virginia agency.

L. D. Klous and O. B. Herrick

The Aetna Life, effective Oct. 1, will establish a new general agency at Utica, N. Y., and will appoint O. B. Herrick as successor to the firm of Herrick & Churchill, general agents at Syracuse. Leicester D. Klous will be the new general agent at Utica. The new territory will include the counties of St. Lawrence, Franklin, Lewis, Herkimer, Hamilton, Oneida, Otsego, Delaware and Clinton. Mr. Klous became associated with the Aetna Life in 1910 when Vice-President Luther, who was then the company's general agent at Syracuse, appointed him an agent. In 1926 the company recognized the healthy growth of the Syracuse office under Mr. Klous and appointed him assistant general agent under the supervision of Herrick & Churchill, then general agents at Syracuse.

The reorganization in the Syracuse office, with the appointment of Mr. Herrick as sole general agent, was decided upon as a result of the transfer to Louisville of G. Russell Churchill, who was made general agent for the entire state as successor to the late Samuel M.

Burbank. When Mr. Luther was transferred to Boston as general agent in 1919, Mr. Herrick, who had been identified with the Syracuse agency since 1915, became a co-partner in the Syracuse office. In 1923 he was made senior partner in the firm of Herrick & Churchill.

E. W. Christy

E. W. Christy of Cleveland, O., formerly superintendent of agents for the United Life, is now doing agency work for the Columbus Mutual Life and has started a corps of agents in Chicago. Mr. Christy was formerly secretary of the National Life Underwriters Association.

Frank E. Pettric

The National Life of Vermont has appointed Frank E. Pettric general manager for Wisconsin, with headquarters at 510-12 Century building, Milwaukee. Mr. Pettric, who is a native of the state and thoroughly familiar with the territory assigned to him, is an underwriter of broad experience.

Louis A. Feeney

Louis A. Feeney has become general agent at Davenport, Ia., for the Guaranty Life of Davenport, with offices in the Citizens Bank building. He was formerly associated with the Davenport agency for the Penn Mutual Life under Frank Perry, who is retiring this month as general agent for the latter company.

R. C. Skinner

R. C. Skinner, general agent for the State Mutual Life in Kansas City, is resigning, effective Sept. 24. Mr. Skinner has been general agent for two years. He is the son of D. M. Skinner, general agent for the Aetna Life in Kansas City, and was formerly connected with his father in the Aetna office.

W. E. Johnson, Jr.

William E. Johnson, Jr., for some 15 years connected with the Phoenix Mutual Life at Keene, N. H., has been appointed general agent of the Mutual Benefit Life at Nashua, N. H., succeeding the late James F. Whitney.

Arthur Johnson

Arthur Johnson of New York city, until recently with the Columbian National Life, has been appointed general agent of the Home Life of New York in Boston, effective Sept. 15.

A. L. Rodd and P. G. Teeple

The contract of Arthur L. Rodd as general agent for the Northwestern Mutual Life at Houghton, Mich., has been terminated and the Houghton general agency has been merged with the Marquette, Mich., general agency which is in charge of Percy G. Teeple. Mr. Teeple thereby is given the entire Upper Peninsula of Michigan together with four counties in lower Michigan, which are Charlevoix, Cheboygan, Emmett, and Presque Isle. His offices are at 100 North Front street. Mr. Teeple has been with the Northwestern Mutual Life for 25 years, serving as a district agent until five years later when he was made general agent at Marquette.

Mr. Rodd has been appointed general agent for the Pacific Mutual Life for the western Michigan field. He will make his headquarters at Grand Rapids.

Atlas Life Appointments

The Atlas Life of Tulsa, Okla., has been admitted to California. The National Underwriters Corporation of Los Angeles has been appointed general agent for southern California.

The company also announces the appointment of Hal C. Mauze as supervisor for Missouri, with headquarters at St. Louis and R. P. Burns as field supervisor for Kansas with headquarters at Kansas City, Mo.

The company now operates in eight

"I Called and Took His Application"

Welcome words to the ears of the General Agent.

Even more welcome for the Agent—it means money in his pocket.

We see them every day on the report cards sent in by Union Central Agents who use the Company's Mortgage Loan leads.

This exclusive Union Central facility provides thousands of prospects every year for our Agents. It sends them to interview men who have just mortgaged their property, and who are therefore in a receptive mood to cover that obligation with Life Insurance.

Our reports show that **every fifth call results in an immediate application.** The exact percentage for the first six months of 1927 was 18.65. In addition, Union Central Agents succeed in writing many thousands of additional insurance on relatives and friends of the mortgagor.

Isn't that worth while?

The Union Central Life

Insurance Company

CINCINNATI

Founded 1867

Insurance in force
One Billion, 324 Millions

JOHN D. SAGE,
President

Read Page **14**

A NEW LOW PRICE
ON A PROVEN
TIME SAVER AND
MONEY MAKER
IS ANNOUNCED

CAPITAL RAISED

Selling organization
of specialists in insurance securities will
handle your stock
issue; Reputable corporations only. Address B-39, care of The National Underwriter.

Clerks Climb Ladders!

About one-half of the members of our great Home Office Agency once were Home Office clerks. Field work has paid them with financial prosperity, mental satisfaction, independence, and the zestful joy of service.

What these Philadelphians did, YOU can do in your locality. Why stay in a rut? Why be chained to a necessarily limited compensation? Why not step out and be the master instead of the slave of fortune? Vacations are over and Fall and Winter are on their way—the open season of success in life underwriting. Consider, decide **START!**

We have Field positions for earnest men and women who have ambition, intelligence, and industry.

The Penn Mutual Life Insurance Company
Philadelphia, Pa.

Founded 1847

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.50 The National Underwriter Company, 1362 Insurance Exchange, Chicago.

INDIANAPOLIS LIFE INSURANCE COMPANY

Wants Managers—Direct Home Office Connection
A Real Opportunity to Men Who Can Qualify

For
DES MOINES, IOWA, and EVANSVILLE, IND.

We are not looking for high pressured men who flit from Company to Company, but we want honest, intelligent and capable men—those who believe that the correct way of building an agency is by giving to Policyholders the **BEST SERVICE** at the **LOWEST COST**.

If you believe that the Company that serves its Policyholders best serves its agents best:

If you want to establish an agency for yourself:

If you believe that with splendid co-operation from the Home Office you can stand muster with the best:

If you are willing to work and to grow, and you want a real opportunity, we have it. If you are at liberty to represent us, write us.

The pyramid of figures printed below will interest you, if you like conservative, constructive, steady growth in the development of Life Underwriting.

GROWING STEADILY Insurance in Force

| | |
|------|---------------|
| 1905 | \$325,000.00 |
| 1906 | 1,281,909.93 |
| 1907 | 2,158,315.62 |
| 1908 | 2,344,449.12 |
| 1909 | 3,037,135.59 |
| 1910 | 3,760,237.71 |
| 1911 | 4,451,264.48 |
| 1912 | 5,756,690.86 |
| 1913 | 7,011,554.27 |
| 1914 | 8,655,788.49 |
| 1915 | 10,231,921.21 |
| 1916 | 12,021,820.06 |
| 1917 | 13,665,053.54 |
| 1918 | 15,532,346.26 |
| 1919 | 20,456,374.44 |
| 1920 | 27,006,018.90 |
| 1921 | 31,275,345.88 |
| 1922 | 35,236,427.74 |
| 1923 | 40,882,131.98 |
| 1924 | 46,628,369.17 |
| 1925 | 54,432,038.01 |
| 1926 | 64,065,097.61 |
| 1927 | 72,500,000.00 |

PURELY MUTUAL—LOW INITIAL PREMIUMS—LARGE ANNUAL DIVIDENDS—RESULTING IN LOW NET COST

Operating in INDIANA, ILLINOIS, MICHIGAN, TEXAS, OHIO, MINNESOTA, FLORIDA and IOWA.

For Agency Address

FRANK P. MANLY
President

or JOE C. CAPERTON
Second Vice-President
& Agency Manager

states, Oklahoma, Arkansas, Texas, Florida, Illinois, Missouri, Kansas and California.

T. M. Bilheimer

T. M. Bilheimer has been appointed supervisor for the Merchants Life of Iowa for southern Texas. Mr. Bilheimer

has had several years' experience in actual field work and has demonstrated his ability as an organizer.

E. M. Menough

E. M. Menough has been appointed supervisor in southern Iowa for the Merchants Life of Iowa.

EASTERN STATES ACTIVITIES

HELD POLICY WAS NOT VOIDED

Insured Who Said He Had Not Been Treated by Physician Had in Fact Been for Influenza

In Meyer vs. Metropolitan Life, municipal court of City of New York, 219 N. Y. S. 756, an insured applied for a policy and represented that he had not been treated by any physician within five years. As a matter of fact he had been twice treated for influenza within that time.

The policy was issued June 16, 1924, and the insured died Dec. 24, 1924, of tuberculosis. On this state of facts the company denied liability on the ground that the insured had materially misrepresented his treatment by a physician. In reviewing the record and in finding in favor of the plaintiff the court said:

Court Found for Plaintiff

"In the instant case the misrepresentation claimed by the defendant to have been made by the applicant is that he had not been treated by a physician for a period of five years next preceding the application. The proof shows that he was treated for influenza, but that there was nothing to indicate a consolidation in the lungs, or that there was any tubercular involvement. The ailment for which he was treated is one that almost everybody is afflicted with at one time or another. Almost everybody at one time or another suffers from la grippe. It is not a serious sickness. * * *

Concealment Called "Omission"

"The evidence shows that he was employed as a shipping clerk after he had been treated by the physician for influenza. There is no proof before me that his concealment of the fact, if concealment it were, was for the purpose of inducing the defendant to issue the policy upon which the suit is brought herein. It may well have been an omission, because the ailment for which the doctor was called in was not serious, making no impression upon him.

No Signs of Tuberculosis

"The deceased died of tuberculosis. There is no proof that he was aware at the time of applying for the insurance that he was suffering from tuberculosis, or that he was in fact suffering therefrom. The proof is that there were no signs of tuberculosis at the time the doctor treated him. The misstatement

was immaterial. I conclude that the plaintiff is entitled to judgment."

Sues Over Cancellation of Contract

Ray O. Snyder, who has been general agent at Columbus, O., for the Peoples Life of Indiana, has filed suit against the company for \$56,703 damages, alleging the breaking of a contract. Mr. Snyder had been state agent of the company since Jan. 22, 1923. He says that on Aug. 28, 1925, he entered into a contract with the insurance company by which he was to be paid from 35 to 85 percent of the first year's premiums on insurance written by him or his sub-agents and was to receive 7½ percent on all renewal premiums for the second year and for each year to and including the tenth. Mr. Snyder says that in 1926 he wrote \$799,768 of insurance and the first six months of 1927 he wrote approximately \$400,000, but that on June 30 the company terminated his contract.

Williams Assumes New Duties

J. S. Williams, whose resignation as executive secretary of the Cleveland Life Underwriters Association became effective recently, has assumed his new duties as agency assistant in the E. M. France agency of the State Mutual.

Large Policyholder Killed

Samuel L. May, president of the Citizens' National Bank of Evansville, Ind., who died last week, left life insurance policies of between \$500,000 and \$600,000. As Mr. May's death was due to an automobile accident and as most of his policies contained a double indemnity clause, the beneficiaries will receive fully \$1,000,000. Mr. May carried \$300,000 insurance in the Penn Mutual, \$100,000 in the Aetna Life, \$100,000 in the Northwestern Mutual Life, \$102,500 in the New York Life in two policies and \$3,000 more in the same company in two other policies, and \$25,000 in the Mutual Life of New York in two policies. He also carried a number of other smaller policies.

Hold State Meeting at Lansing

The Business Men's Assurance will hold its annual Michigan sales conference at Lansing, Sept. 9-10. It was announced last week by Ross Roberts, state supervisor. Practically all Michigan salesmen of the company are expected to be in attendance. President W. T. Grant will be in charge of some of the sessions as will Mr. Roberts and L. L. Graham, chief claim adjuster.

IN THE MISSISSIPPI VALLEY

HOLD SECTIONAL CONFERENCE

Business Men's Assurance Conducts Two-Day Sales Congress for Agents of Four States

KANSAS CITY, MO., Aug. 31.—The Business Men's Assurance held a two-day sales congress for the agents of the company in Kansas, Missouri, Nebraska and Iowa here last week. This was one of a series of 17 sectional meetings which the officers have been conducting this summer. Seventy-five agents attended the meeting. E. J. Montague, supervisor of the Kansas City branch office, presided.

President W. T. Grant welcomed the

agents on behalf of the home office, following Mayor Albert I. Beach, who gave the formal address of welcome. Mr. Grant appeared on the program on the second day, giving a demonstration of policies. C. W. Rogers, director of field service, gave an analysis of the various forms of disability policies issued. An explanation of the company's method of claim settlements through salesmen and the responsibilities and opportunities resulting therefrom was made by Vice-President J. H. Torrance in charge of claims. Other speeches were made by L. D. Ramsey, treasurer of the company; G. M. Greeley, assistant to the vice-president; J. C. Higdon, secretary and actuary; A. W. Hogue, vice-president in charge of sales; L. L. Graham, chief claim adjuster, and E. J.

Montague. The concluding session was an open forum in charge of H. H. Sprinkler, claim adjuster.

Insures Third Generation

William T. Tanking, district manager at Racine, Wis., for the New England Mutual Life, has insured a member of the third generation of the same family. Some time ago he placed insurance on a father and six sons in one family, and he has now placed coverage on a son of one of the boys.

More Satisfactory Outlook

FARGO, N. D., Sept. 1.—Life general agents in this section are optimistic about the outlook for business this fall. The crop situation is excellent, the farmers are in better shape and business in general is picking up. Merchants declare that there is more buying. Life insurance agents say that when they exert themselves they get response. A. T. Lynner, manager for the Travelers in North Dakota, states that his office is writing more business than it has during the last six years. Most of the offices are going strong at this time.

Chicago Office Moved

The New York Life has acquired 4,000 square feet of space in the new Adams-Franklin building in the loop in Chicago and the offices of the west side branch of the company will be moved into the new quarters on the eighth floor of this building as soon as they are made ready. The west side branch, of which D. H. Bailey is agency director, has had its offices at Halsted street and Roosevelt Road.

Crop Estimates Are Reduced

Field agents for the Bank of North Dakota, reporting at Bismarck recently, stated that there is considerable downward revision of crop estimates in recent weeks in North Dakota. The prospect now is for only 60 percent of that in sight a month ago in Sheridan, eastern McLean and parts of Burleigh and Kidder counties. Rust is causing heavy inroads and considerable grain is lodged, due to rains and rust. In the northwestern section of the state, early estimates of crop yields have been reduced. In Benson and Pierce counties, the prospects are not nearly so good as a month ago. However, in the Missouri river valley south of Ray, they are still said to be very good and in the southwestern corner of the state the general average is good, with no spots reported as really poor. Some damage has been done by grasshoppers to late fields of flax.

Standing Alone!

Our Record

| First Six Months 1926 | 1927 | Increase |
|-----------------------------|--------------|-------------|
| Placed \$19,930,000 | \$26,250,000 | 31 per cent |
| Net Gain . . . \$12,600,000 | \$18,440,000 | 46 per cent |

Insurance in Force Over
\$250,000,000

DOUBLED in less than FIVE YEARS

It will pay you to connect
with the company making
the greatest progress



STANDING ALONE

ACACIA MUTUAL LIFE ASSOCIATION

Wm. Montgomery, President

Home Office, Washington, D. C.

Founded 1869

if

You are a producer

You want a REAL job

You believe in yourself

A friendly interest is needed

Close co-operation is necessary

Territory does make a difference

Write or wire: S. M. CROSS, President

COLUMBIA LIFE
INSURANCE COMPANY

Cincinnati, Ohio

DALLWIG
Announces

A COMPLETE NEW
OUTFIT AT A
NEW LOW PRICE!
SEE PAGE

14

Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

STANDARD ORDINARY AND INDUSTRIAL POLICIES

J. C. MAGINNIS, President
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
DR. EDWARD NOVAK, Medical Director

The Berkshire Life Insurance Co.

founded in 1851, has just completed its Seventy-Fifth Anniversary, with a substantial increase in new business over 1925. All previous records have been shattered. This great expansion is due in marked degree to the splendid spirit of co-operation between the Home Office and the Field Force.

Men contemplating entering the life insurance business would do well to communicate with this fine old Massachusetts company before definitely deciding.

BERKSHIRE LIFE INSURANCE COMPANY
PITTSFIELD, MASSACHUSETTS

The A & H Review

A monthly magazine for health
and accident salesmen. \$2 a year.

HITS THREE-QUARTER BILLION MARK

The Bankers Life Company total of legal reserve life insurance in force on June 30, 1927, was \$766,000,000.

This is a gain of \$50,000,000 for the first six months of the year.

The total as of June 30, 1927, is nearly four times as great as the total at the end of 1918.

BANKERS LIFE COMPANY

GERARD S. NOLLEN, President

Established 1879

Des Moines, Iowa



COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident

Life Policies—Disability Policies—Accident Policies

Sub-Standard Standard Super-Standard

One Company
400 Popular Life Forms

One Correspondent
7 H & A and Auto Injury Forms

One Contract
Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan, Pennsylvania, West Virginia, Texas, Oklahoma, California, Illinois.

TELL IT ALL in your first letter—your confidence will be duly respected pending your decision to accept or reject.

THE OHIO STATE LIFE INSURANCE COMPANY
COLUMBUS, OHIO

You Who Seek Opportunity

Opportunity exists always for those who seek success and satisfaction in life insurance field work.

During 84 years the first American legal reserve mutual life insurance company has been served and built to greatness by men who found both success and satisfaction in so doing.

This company writes all standard forms of insurance and annuities on both men and women. Age limits 10 to 70.

Those who contemplate life insurance field work are invited to apply to

The Mutual Life Insurance Co.
of New York

34 NASSAU STREET

NEW YORK, N. Y.

IN THE SOUTH AND SOUTHWEST

PROTECTIVE LIFE MEETING

Birmingham, Ala., Company Holds Annual Convention of Leading Producers from Field

The Protective Life held its annual agency homecoming in Birmingham recently with over 100 agents, many accompanied by their wives, present. The convention was the first joint meeting of the agents of the Alabama National Life and the original Protective Life since the merger of these two companies in August. The first day of the meeting was devoted to a study of the company and its policies. The last day was taken up with a discussion of the agency service department and the selling helps which the Protective Life is furnishing its agents. One of the most interesting sessions was the demonstration of the new sales demonstration portfolio, which has just been completed under the direction of Sam Clabaugh, president of the company. Mr. Clabaugh showed by the use of the book how the eyes as well as the sense of hearing could be utilized in the selling appeal. He also showed how the use of charts and pictures was especially helpful in selling life insurance.

Announcement was made of a trip to Quebec which will be given to leading producers in 1928.

Pearson Big Writer

Russell H. Pearson, agent for the Southern Union Life of Fort Worth, Tex., has written \$1,000,000 of insurance during the year from Aug. 1, 1926, to Aug. 1, 1927.

The Southern Union will write more business in August of this year than it has written in any August in the history of the company.

FORM NEW TEXAS COMPANIES

Organization of Two Life Insurance Concerns with Strong Backing Is Reported in Dallas

DALLAS, Aug. 31.—Two new legal reserve life insurance companies are in process of organization in Dallas, reports in insurance circles say. It is reported that some of the chiefs in the old Empire Mutual Life, an organization which was formed to carry life insurance on members of the Ku Klux Klan, are interested in what will be known as the Gulf Life Insurance Company. These men some time ago severed all connections with the klan and the Empire Mutual. In addition to the business men formerly connected with the Empire Mutual here, it is said some of the best known insurance men in north Texas are heavily interested in the new venture. Reports have it that the Gulf Life will have a capital stock of \$250,000 and a surplus of a like amount. Dallas will be the home office of the company. It is reported the offices of the company will be in the new Marvin building.

The other company is said to be in process of organization by some of the leading insurance men of the state. A good number of Dallas and north Texas businessmen have subscribed for stock in this company, it is said. The report in Dallas insurance circles is that this company will be capitalized at \$250,000. It is understood those behind the organization plan to have the company in operation by the first of the year.

Some men make the most of the opportunities that come to them; some create the most of their opportunities.

PACIFIC COAST AND MOUNTAIN FIELD

WESTERN STATES CONVENTION

Leading Producers of San Francisco Company Are Given Trip Through Canadian Rockies

SAN FRANCISCO, Sept. 1.—Headed by President Marshall Harris, a party of approximately 150 leading producers, company officials, agency leaders and guests of the Western States Life left San Francisco by special train Monday to attend the \$100,000 Club meeting which is being held at Banff this week. Of this number 52 were qualified club members, making it the largest delegation which has ever attended a convention of the company. Among other company officials making the trip are: George E. Crothers, vice-president and general counsel; R. M. Beckley, manager of agencies; T. J. East and Walter C. Kennedy, assistant secretaries and C. W. Hollebaugh, field secretary.

Buck Was Club President

Harold Buck of the home office agency presided at the convention sessions as president of the club, an honor which he won by producing the greatest amount of paid volume. Lewis Williams of the Salt Lake City branch is vice-president of the club, having produced the largest number of paid applications during the club year. President Harris welcomed the delegates and guests. Mansur B. Oakes gave two addresses at the convention. Other speakers included Secretary East, Agency Manager Beckley and Agency Secretary Hollebaugh.

A large part of the three days will be devoted to entertainment and trips

through the Canadian Rockies, including a visit to Lake Louise.

Laws Need Codification

SAN FRANCISCO, Aug. 31.—Declaring that the laws of California governing the regulation of insurance are "for the most part today a piece of patchwork wherein the patches have been added from time to time, not always with a nice regard to their fitting in the general fabric," John H. Riordan, deputy attorney general of California, speaking before the insurance section of the Commonwealth Club of San Francisco, stressed the desirability of the recodification and standardization of the insurance laws of the state. He said: "One would naturally expect to find this body of the law in consecutive sections either in the political code or in a single special statute. But our regulatory insurance law is scattered through the political, civil, penal and procedural codes and a great many special statutes enacted over a period of at least half a century." Mr. Riordan commended the work of the American Bar Association in its endeavor to bring about a uniform code, recommending it to the favorable consideration of the insurance section of the club.

Test Case Is Started

The test suit to determine the constitutionality of Section 633AA of the California law relative to the licensing of life insurance agents, was started last week when Walter N. Carlson of the Metropolitan Life was arrested on a complaint sworn to by Commissioner Charles R. Detrick charging him with failure to comply with the provisions of the section requiring another license in addition to the regular one secured July

1. Mr. Carlson immediately applied for a writ of habeas corpus through F. Eldred Boland, representing the Association of Life Insurance Presidents, who is conducting the legal proceedings

on behalf of the companies. The case will come up as quickly as possible in the supreme court and it is anticipated that it will be carried to the district court of appeals.

IN THE ACCIDENT AND HEALTH FIELD

GRAY IS BANQUET SPEAKER

Additional Program Features Announced for Annual Meeting of Health & Accident Conference

Several additional speakers have been announced for the annual meeting of the Health & Accident Underwriters Conference, to be held in Toronto, Sept. 15-17. The banquet address will be given by V. Evan Gray, chairman and counsel of the Canadian Casualty Underwriters Association, Toronto. Mr. Gray was formerly superintendent of insurance for the province of Ontario. As previously announced, the address of welcome will be given by R. Leighton Foster, superintendent of insurance of Ontario, with the response by George R. Kendall, president of the Washington Fidelity National of Chicago, and the president's annual address by W. T. Grant, president of the Business Men's Assurance of Kansas City.

Addresses that will be given in opening the various round table sessions are in part as follows: "Agency Organization and Management," E. J. Faulkner, president Woodmen Accident, Lincoln, Neb.; "Collection of Renewal Premiums," C. N. Green, assistant secretary Hoosier Casualty, Indianapolis; "Underwriting," W. G. Alpaugh, vice-president and secretary Inter-Ocean Casualty, Cincinnati; "Claims Rejected," Thomas F. Hickey, superintendent of claims, Metropolitan Life, New York.

ENTERING COMMERCIAL FIELD

Empire Life & Accident of Indianapolis Opens New Department and Announces Four New Policies

The Empire Life & Accident of Indianapolis, which has been writing only industrial life, accident and health business, and has developed a premium income in excess of \$1,000,000 along this line, has organized a commercial accident and health group department, in charge of James H. Weyer, who is well known in the accident and health field in the central west.

At the annual meeting of the company its capital was increased from \$100,000 to \$300,000, still leaving a net surplus of over \$200,000, and in view of the notable progress that the company has made it was felt by President C. S. Drake and the other officers of the company that they should develop the monthly or commercial branch of the business, with a view to giving the present agency organization larger opportunities for increased income and also with the thought that at an early date the company should branch out into new territory.

Four commercial policies are now being written. The "Empire special policy" is a special accidental and natural death and dismemberment contract, to be sold more particularly to the company's present policyholders, thus linking up for them with their weekly accident and health policies a contract

giving an additional principal sum for accidental death and an increase in the natural death benefit, as well as paying certain specific sums for bodily dismemberment.

The "complete protection policy" covers monthly accident and illness indemnity as well as having a principal sum for accidental death and in addition \$200 natural death or life insurance. It pays five years for total disability, six months for partial disability and one-fourth monthly indemnity thereafter, so long as the disability may last. It pays 12 months for any confining illness after the policy has been in effect 30 days, of which one month may be for non-confining illness. It provides double indemnity for hospital confinement up to eight weeks. The policy carries 50 percent accumulation, 1 percent being added each month for 50 months, for accidental death and dismemberment benefits. The "income disability policy" has all the features of the "complete protection policy," but since it does not carry the \$200 life insurance feature, it is written at a considerably lower premium.

The "ideal accident policy" has all the accident features included in the weekly accident indemnity provided in the "income disability" and "complete protection" contracts, with the additional feature of double indemnity for accidental injuries sustained in wrecks on passenger elevators, railway or street cars, in burning buildings, etc., even though there is no dismemberment loss.

Interest in Conference Election

It had been quite generally assumed that T. Leigh Thompson, vice-president of the National Life & Accident, would be elected president of the Health & Accident Underwriters Conference at the Toronto meeting. He was regarded as the logical man for the place, as he is now chairman of the executive committee, and advancement from that office to the presidency would be in accord-

ance with a precedent of many years standing.

It is understood, however, that Mr. Thompson has told friends who have written him about the matter that he will not be able to attend the Conference meeting on account of the recent death of his wife and that he does not want his name presented for any office, either as president or for reelection as chairman of the executive committee.

There will therefore be unusual interest in the election this year, as new men will have to be picked for both of these offices. Among the men prominently mentioned are J. W. Scherr of the Inter-Ocean Casualty and W. W. Powell of the Southern Surety, both of whom have seen long service on the executive committee; E. J. Faulkner of the Woodmen Accident and George R. Kendall of the Washington Fidelity National, now vice-presidents of the Conference.

Fix Industrial Conference Dates

The convention of the Industrial Insurers Conference will be held in St. Louis, Oct. 19-21, according to an announcement by President B. L. Tatman. Details of the program have not yet been decided and will be announced later.

Enters Newspaper Accident Field

The Sierra Nevada Life of Oakland, Cal., which recently started business, has entered the newspaper accident policy field and is now offering travel policies for \$1 to subscribers of the San Pedro, Cal., "Pilot." The policy offered gives a benefit of \$10,000 for death from injuries sustained while a passenger on steamer, train or street railway, the benefits being on a scale ranging downward to \$500 for death from certain causes.

U. S. Indemnity Reinsured

BOSTON, Aug. 31.—The United States Indemnity of Boston, one of the three last assessment and health companies in Massachusetts, will go out of business Sept. 1, at which time it will be reinsured in the United Casualty of West-

MEN OF VISION—

CHOOSE OUR COMPANY, BECAUSE—

- It is old enough to justify confidence.
- It has had enough successful business experience to guarantee future success.
- It has the necessary equipment for the salesman.
- It issues a complete line of up to date policy contracts, both participating and non-participating, with Double Indemnity and Disability Benefits.
- It has an educational program for the agent that will materially aid in promoting success.
- It will give you Home Office cooperation that is worth while.
- The agency management is under men who have had actual experience in the field.

If you feel that you are qualified and there is a reason for you to be interested, write

A. B. OLSON, Manager of Agencies

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

LINCOLN

NEBRASKA

Does Your Company Write=

Accident and Health Insurance? That question is asked us daily—so we thought it would be a good idea to answer it in this column.

Perhaps

you would like to know, so we'll give you the answer—

Yes!

and that isn't all—we also equip our Sales Staff with the following Sales Helps:

1. Non-medical
2. Monthly Premium
3. Juvenile Policies
4. Payor Insurance
5. Salary Savings
6. Participating
7. Non-Participating
8. Sub-Standard
9. Female Insurance
10. Sales Promotion Dept.
11. Educational Course
12. Direct Mail Advertising
13. Salesman's Folio
14. School for General Agents

Illinois, Indiana, Iowa,
Michigan, Missouri and
Ohio

ABRAHAM LINCOLN LIFE INSURANCE COMPANY

(Formerly Mutual Life of Illinois)

Home Office Springfield, Illinois
H. B. HILL, President
F. M. FEFFER
Vice-President and Agency Director

Abraham Lincoln Life Insurance Co.,
Springfield, Illinois.

Gentlemen:

Kindly send me information regarding your "Complete Coverage Contract." I am interested.

NAME

ADDRESS

TOWN N. Y.

field, Mass., a stock company. Both companies do general accident and health business while the United States Indemnity Society had the right to pay a \$100 natural death benefit, the only assessment company of the state having that right.

The United States Indemnity on Dec. 31 had 2,671 policies in force and admitted assets of \$61,999, while its liabilities were \$7,355.

Physician's Correspondence Was Notice

A company which insured a man against accident is liable when he suffers from a leg broken in three places and numerous fractured ribs, it was held by the North Dakota supreme court in the case of James A. Wenstrom vs. the Aetna Life. The case was appealed by the company from the Foster county district court on the company's claim that Wenstrom had not made sufficient proof of injury. The higher court held however, that notice given the company by Wenstrom's physician was sufficient proof of the accident. The same leg was broken at two different times, once in one place and later in two places. The supreme court held the plaintiff entitled not only to payment under the policy, but to recover the premiums he had paid on it while he was disabled.

Seeks License in Three States

Mike O'Sullivan, accident department manager for the Mountain States Life, reports that admission has been requested of Nebraska, Colorado and Wyoming for the sale of accident and health insurance. The Mountain States Life is already entered in those states for life business.

Holds Big Picnic

The annual picnic of the Business Men's Assurance home office force was held last week. Two hundred and seventy-five people attended the picnic which included a golf tournament, baseball and games and contests in the afternoon, followed by a dinner.

Licenses Is Approved

PORTLAND, ORE., Aug. 31.—The attorney-general's department of Oregon has sent a supplementary opinion to Clare A. Lee, insurance commissioner, regarding the licensing of the Mutual Benefit Health & Accident, stating definitely that the company is entitled to a license. Sometime ago when the matter of license came before the attorney-general's department, it ruled that the company was disqualified, as some of the necessary papers were not forwarded to the department by the insurance commissioner's department. Since that time, however, the case has been reheard and, with all the papers before him, the attorney-general has held that the company is entitled to a license. The insurance commissioner has revoked his original order which denied the right to the company and has notified its agents that a new order touching the application for license will be issued in the near future.

NEWS OF FRATERNALS

LESS INTEREST IN LODGES

Modern Conditions Have Caused People to Swing Away from the Old Society Meetings

Fraternal insurance companies have found that there is less and less interest in lodge meetings. Since the advent of good roads, and greater use of the automobile, radio and other modern possessions, people that went to lodge meetings in the past are not doing so today. In fact many fraternal find that meetings are perfunctory and about all that is done is to have the janitor open the hall at stated times and no one appears. It is likely the fraternal may take some steps to eliminate or greatly modify the lodge requirements. The state laws require that a fraternal must operate on the lodge system. Seemingly this has become obsolete and needless.

Would Enter Life Field

A new fraternal proposing to issue limited and practically closed contracts

is in process of organization. The Band of Hope of the World is a fraternal of Kansas City, Kan., that has been issuing burial insurance and now proposes to branch out with the writing of life insurance. The society now has about 200 members and has been in existence several years. By confining its business entirely to burial insurance and not writing policies that exceed \$200 the company has not been under the jurisdiction of the insurance department.

The plan of the society is to limit the writing of policies to \$1,000 for any member. The proposed contract provides that when a member reached his expectancy he would not be required to pay any additional premiums and would be given practically a paid-up policy for \$1,000. Under the ruling of the attorney general that fraternal societies cannot write closed contracts, the Kansas department does not believe it can permit the issuance of this class of policy.

To Examine Kansas Fraternal

The National Convention of Insurance

Commissioners has announced a convention examination of the Fraternal Aid Union of Lawrence, Kan. The examination is to begin Sept. 6 and the insurance departments of Maryland, Illinois, Iowa and Wyoming will participate with Kansas in the examination of the society.

Lutheran Brotherhood's Convention

Seventeen states were represented at the convention of the Lutheran Brotherhood which opened at Old Orchard, Wildhurst, Lake Minnetonka, Sept. 1. The meetings will continue through Sept. 5. The program includes addresses by Walter Basye, editor of the "Fraternal Age"; Dr. Charles E. Brooks, actuary, Madison, Wis.; Herman L. Ekern, former attorney general of Wisconsin and counsel for the society, Madison, Wis., and J. A. O. Preus, former governor of Minnesota, and chairman of the board of the society. The society was organized in 1917 by Mr. Preus, Mr. Ekern and Rev. Mr. Eggen, former editor of the "Lutheraneren." Mr. Eggen is president of the organization.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

ISSUES RETIREMENT ANNUITY

Columbus Mutual Announces Four New Forms, With or Without Disability and Death Benefit

The Columbus Mutual Life has issued four new policies, a cash refund retirement annuity at age 60 and one at age 65 and a retirement annuity at age 60 and one at age 65. The four forms may be issued with or without disability and death benefits are provided during the lifetime of the policy, based upon the cash value of the policy. The rates differ for male and female risks. The schedule for \$100 of monthly benefit on male risks is as follows for the four policy forms:

| Age | Annuity at 65 | | Annuity at 60 | |
|-----|---------------|-----------|---------------|-----------|
| | Cash Refund | Life | Cash Refund | Life |
| 16 | \$ 143.30 | \$ 120.20 | \$ 190.00 | \$ 164.00 |
| 17 | 148.70 | 124.60 | 197.70 | 170.50 |
| 18 | 154.30 | 129.10 | 205.80 | 177.40 |
| 19 | 160.20 | 133.90 | 214.50 | 184.70 |
| 20 | 166.40 | 139.00 | 223.60 | 192.40 |
| 21 | 173.00 | 144.30 | 233.20 | 200.60 |
| 22 | 180.00 | 150.00 | 243.40 | 209.30 |
| 23 | 187.20 | 155.90 | 254.30 | 218.50 |
| 24 | 195.00 | 162.20 | 265.90 | 228.20 |
| 25 | 203.20 | 168.90 | 278.20 | 238.60 |
| 26 | 211.80 | 176.00 | 291.30 | 249.70 |
| 27 | 221.10 | 183.40 | 305.20 | 261.60 |
| 28 | 230.90 | 191.40 | 320.20 | 274.30 |
| 29 | 241.30 | 199.80 | 336.30 | 287.80 |
| 30 | 252.30 | 208.80 | 353.40 | 302.40 |
| 31 | 264.10 | 218.40 | 371.90 | 318.00 |
| 32 | 276.70 | 228.60 | 391.80 | 334.90 |
| 33 | 290.10 | 239.60 | 413.30 | 353.10 |
| 34 | 304.60 | 251.30 | 436.60 | 372.90 |
| 35 | 320.00 | 263.90 | 461.80 | 394.30 |
| 36 | 336.70 | 277.40 | 489.40 | 417.60 |
| 37 | 354.70 | 292.00 | 519.40 | 443.00 |
| 38 | 374.00 | 307.70 | 552.30 | 470.90 |
| 39 | 394.90 | 324.70 | 588.60 | 501.60 |
| 40 | 417.70 | 343.20 | 628.60 | 535.50 |
| 41 | 442.40 | 363.30 | 673.00 | 573.10 |
| 42 | 469.40 | 385.30 | 722.50 | 615.00 |
| 43 | 499.10 | 409.40 | 778.10 | 662.10 |
| 44 | 531.80 | 435.90 | 840.80 | 715.10 |
| 45 | 567.70 | 465.20 | 911.90 | 770.50 |
| 46 | 607.70 | 497.60 | 993.60 | 844.70 |
| 47 | 652.20 | 533.80 | 1,088.10 | 924.70 |
| 48 | 702.20 | 574.40 | 1,198.60 | 1,018.30 |
| 49 | 758.50 | 620.30 | 1,329.60 | 1,129.60 |
| 50 | 822.70 | 672.40 | 1,487.10 | 1,262.60 |
| 51 | 896.20 | 732.20 | | |
| 52 | 981.30 | 801.30 | | |
| 53 | 1,080.80 | 882.10 | | |
| 54 | 1,198.60 | 977.90 | | |
| 55 | 1,340.30 | 1,093.10 | | |

Illinois Bankers Life

The Illinois Bankers Life of Monmouth, Ill., has extended its policy limits so that it is now permitted to write insurance on lives from one day to 65 years of age. The company heretofore was writing from 15 to 59 years. Additional rates have been published for ages from 59 to 65 and a series of juvenile policies has been issued covering ages from 1 day to 14 years. The juvenile policies provide an increasing death benefit during the first 10 years, with full valuation at that age.

Acacia Mutual

The Acacia Mutual has issued a new rate book in a convenient size and prac-

tically arranged. In accordance with the wishes of the agency force shown by a vote taken among the company's branch managers, the endowment at age 55 policy forms have been discontinued and life forms substituted. An innovation is that premiums are not quoted for \$1,000, but for \$2,000, \$5,000 and \$10,000. It is expected that the psychological effect will be the increase of many \$1,000 applications to \$2,000.

Farmers & Traders

The Farmers & Traders Life of Syracuse, N. Y., has revised its disability riders to afford the insured greater protection than under the clauses heretofore used. At the same time the disability rates have been increased. Following are the new rates at quinquennial ages on ordinary life, 20-payment life and 20-year endowment policies, for waiver of premium only and also for waiver of premium and \$10 a month income:

| Age | Waiver Only | | Waiver and \$10 Monthly | |
|-----|-------------|--------|-------------------------|--------|
| | Ord. | 20 Yr. | Ord. | 20 Yr. |
| 15 | \$.30 | \$.30 | \$2.08 | \$2.97 |
| 20 | .36 | .36 | 2.34 | 3.25 |
| 25 | .38 | .38 | 2.66 | 3.49 |
| 30 | .42 | .42 | 3.02 | 3.73 |
| 35 | .48 | .48 | 3.50 | 3.97 |
| 40 | .68 | .54 | 4.16 | 4.27 |
| 45 | .98 | .94 | 5.08 | 5.27 |
| 50 | 1.28 | 1.31 | 6.08 | 6.20 |
| 55 | 1.64 | 1.70 | 6.74 | 6.82 |

LOCAL ASSOCIATIONS

WOULD INVENTORY PROSPECT

Frank L. Jones Urges Fixing of "Human Values" in Address to Memphis Association

MEMPHIS, TENN., Sept. 1.—Speaking at the regular meeting of the Memphis association Frank L. Jones of Indianapolis, general agent of the Equitable Life of New York, who was president last year of the National Association of Life Underwriters, urged the importance of "inventories" of prospects for the purpose of fixing the "human values" of men and women who are potential buyers of life insurance. Mr. Jones illustrated his method of fixing the human value of a prospect by designating the earnings of the individual as the return from his capital investment. He declared that a man who earns \$20,000 a year is the equivalent of a \$100,000 business concern paying a return of 3 percent.

"This method of rating the individual and measuring his value as you would measure the value of a business enter-

prise by its earnings," Mr. Jones declared, "impresses that individual with his importance as a going concern and the necessity for protecting himself. Once he recognizes his value and importance as a business institution, the life insurance salesman has little difficulty in writing a policy."

Mr. Jones declared that there is no fixed formula for selling life insurance. Times change constantly, he pointed out, requiring constant study for the development of new selling ideas. He insisted that the plan which sold life insurance last year is not necessarily the best plan for selling the same article this year. He prefaced his address with a plea to local underwriters for the support of the National association and its policies. He called attention to efforts being made by the national organization to elevate the writing of insurance to the plane of a profession. He also urged closer cooperation between insurance men for the common good of all and stressed the importance of writing contracts "that will stick."

New York.—The first meeting of the New York association will be held Oct. 4 at the Hotel Astor, the date having been changed from the scheduled date in order to avoid conflict with the convention of the National Association of Life Underwriters at Memphis, Oct. 12-14. This will be the first dinner meeting held under the chairmanship of P. M. Fraser, newly elected president. Two speakers have been secured, Charles C. Gilman, leading producer of the National Life of Vermont in Boston, and John Marshall Holcombe, Jr., manager of the Life Insurance Sales Research Bureau of Hartford. Mr. Gilman will speak on "Nothing New Under the Sun." Mr. Holcombe will take as his subject, "Where Are You Going?"

Louisville.—At the annual meeting of the Louisville association last week the following officers were elected: President, McKay Reed, John Hancock Mutual Life; vice-president, William Colgan, Colgan Insurance Service; vice-president, R. F. Clendenin, Northwestern Mutual Life; secretary and treasurer, P. H. Lowry, Mutual Life of New York; executive secretary, Miss Martha Merrifield.

L. O. Schriver, assistant superintendent of agents of the Aetna Life, was the speaker.

Cleveland.—Darby A. Day, general agent of the Union Central Life in Chicago, will be the speaker and guest of honor at the first fall meeting of the Cleveland association, Sept. 16. The subject of his address has been announced as "What We Are and Why." On a previous appearance of Mr. Day before the Cleveland association, the largest meeting in the association's history was held, and another record gathering is anticipated.

Kansas City, Mo.—The Kansas City association will hold its first meeting of the season Sept. 13 at the Kansas City Athletic Club.

San Francisco.—For the purpose of formulating plans for their administration the newly elected officers and executive committeemen of the San Francisco association held an informal meeting last week. These officers headed by Arthur S. Holman, manager of the Travelers, will be installed at the September meeting. It is expected that a large number of new members will be admitted to the association at this meeting and that the Heron Trophy will be presented.

Warner McCann, member of the retiring executive committee of the association, was host to his fellow members of the committee and the retiring officers of the association at a dinner at his home in Berkeley Aug. 31. A. V. Bayley, who although not a member of the committee has served the association in various capacities during the past year, particularly in connection with the sales congress, was also a guest.

Indianapolis.—The Indianapolis association will open the season Sept. 9 with an outdoor gathering at Broad Ripple Park on the edge of the city. There will be athletic events and contests in the afternoon followed by a chicken dinner in the evening when

Chester O. Fischer, general agent of the Massachusetts Mutual Life in St. Louis will give an address on "Assets and Liabilities." There will be special entertainment features with community singing. An attempt is being made to secure a special Pullman to take the Indiana agents to the annual meeting of the National association in Memphis in October.

President Meub announces that at the November meeting of the Indianapolis association an address will be given by Frank L. Jones and a report of the annual meeting of the National association will be made by Elbert Storer. The speaker for the December meeting of the association is Darby A. Day of Chicago, who will talk on "Income Insurance."

Baltimore.—Plans for the first fall meeting of the Baltimore association have been completed and the date has been set as Thursday, Sept. 8. It will be an evening meeting at the Emerson hotel. Roger B. Hull, recently elected manager of the National Association of Life Underwriters, will be the principal speaker, this being his first attempt before insurance men since he assumed his office. The second speaker will be William F. Broening, mayor of Baltimore, a popular figure and brilliant speaker.

Seattle, Wash.—C. J. Sauter is the new president of the Seattle association. He succeeds H. M. Walthew. W. A. M. Smith and A. S. Elford have been elected vice-presidents; Hugh S. Bell, secretary, Stanley W. Randolph, treasurer, and T. A. Garrigues, trustee.

Mr. Garrigues, dean of the association, in his 82nd year, was made a life member and presented with a cane. A. H. Huot spoke on "The Sticking Valves of Selling."

INTEREST IN REPORT TO BAR ASSOCIATION

(CONTINUED FROM PAGE 3)

of the committee, neither of these pleas was well founded."

No mention is made of a resident agency law, in regard to which the committee had previously stated that "a resident agent's law is one which your committee believes proper to omit from this draft, because it is not essential to the proper regulation of insurance or to the protection of the public interest."

On this point Mr. Bennett has brought to its attention decisions of federal and state courts holding that insurance so affects the public interest that it justified legislative regulation, including the agency branch.

States and Residential Restrictions

At the present time 44 states have resident agency restriction laws. In 25 of them life agents are excluded either by definite provisions in the law or by rulings of state insurance departments. The only four states having no residence restrictions are New York, Illinois, Indiana and Nebraska. The constitutionality of these laws, at least those in effect in Maine, Ohio and Wisconsin, was upheld by the United States Supreme Court in the famous Chrysler-Palmetto case.

Attacked by Dunham

In spite of this they were attacked last spring by Frederic G. Dunham, who was then attorney for the Association of Life Insurance Presidents and has since become general solicitor of the Metropolitan Life. In his brief he attacked residence restriction laws as unconstitutional because in violation of the fourteenth amendment, which forbids any state discriminating against the citizens of any other state in regard to privileges and immunities. Although there is much speculation here, it is impossible to say what influence, if any, this brief had in determining the Bar Association committee to omit all reference to residence restrictions in drafting the proposed insurance code.

Familiar With Life Insurance

It is pointed out that Chairman Bro-Smith of the Travelers and Mr. Hurrell of the Prudential are members of the Association of Life Insurance Counsel



OPPORTUNITY

exists with the Equitable Life of Iowa for industrious, efficient men.

In a conservative way the Equitable Life of Iowa is constantly growing and expanding. This substantial growth, which has now passed the mark of Five Hundred Millions of insurance in force, offers exceptional opportunity to capable underwriters. Sixty years of safety, service and stability building have made a reputation for this company which is a distinct advantage to those who represent us in the field.

The fine spirit of cooperation between the Home Office and its field force is outstanding.



Home Office: Des Moines

1867

Sixtieth Anniversary

1927

ARE YOU READY FOR ADVANCEMENT?

HAVE YOU LOOKED FORWARD TO THE TIME WHEN YOU WOULD OWN YOUR OWN BUSINESS? HAVE YOU HAD THE AMBITION TO DO LARGER THINGS? WHY NOT CAPITALIZE YOUR ABILITY AND EXPERIENCE TO YOUR OWN ADVANCEMENT? BUILD YOUR OWN GENERAL AGENCY IN YOUR OWN CITY WHERE YOU ARE KNOWN. WHY NOT HAVE THE LARGER COMMISSIONS AND LONGER RENEWALS AND OVERWRITING COMMISSIONS ON THE PRODUCTION OF MEN YOU APPOINT.

WE HAVE SPLENDID GENERAL AGENCY OPENINGS IN MICHIGAN, ILLINOIS, OHIO, IOWA, MISSOURI, PENNSYLVANIA AND NEW JERSEY. IF WE HAVE NO AGENCY IN YOUR VICINITY, WRITE TO US.

WE OFFER YOU VERY DISTINCT ADVANTAGES

Splendid General Agency Contract, long term renewals. All standard forms of policies, both participating and non-participating. Liberal disability benefits. Guaranteed Premium Reduction Coupons, beginning at end of first year, with further cash dividends each year after the second, making very low net cost. Confidential communication is invited if you have a clean record and the ability to write insurance yourself and to develop a General Agency. You know your own ability and your own limitations. Can you measure up? Can you make this the turning point in your life, the door to the larger opportunity and larger income of which you have dreamed?

GIRARD LIFE INSURANCE COMPANY

Opposite Independence Hall
PHILADELPHIA, PA.

and are perhaps more familiar with life insurance than other lines. No good reason is suggested to account for the committee's failure to suggest agency qualification laws, for the life insurance fraternity is deeply interested in the development of fully trained and qualified agents, as can be seen in the new project of the National Life Underwriters Association to establish a chartered American college of life underwriters. It is felt in many quarters in fire and casualty circles that the entire insurance world would approve not only a good agency qualification law but a carefully worked out resident agency law if life agents were specifically excluded from the latter.

NATIONAL CONVENTION PROGRAM COMPLETED

(CONTINUED FROM PAGE 3)

- (b) The American Life Convention.
- (c) The Canadian Association of Life Underwriters.
- 4:50 p. m.—Appointment of a nominating committee.
- 4:55—Announcements.
- 5 p. m.—Adjournment.
- 8 p. m.—Southern ball.

Thursday, Oct. 13

Chairman of Morning Session, Chester O. Fischer, first vice-president, National Association.

9:15 a. m.—Singing, led by David E. Sprague, Boston.

9:25 a. m.—Invocation, Rabbi Harry W. Ettleson, Congregation Children of Israel, Memphis.

9:30 a. m.—"Life Insurance for Family Protection," Frank M. See, manager, Union Central Life.

10 a. m.—"A Program of Life Insurance Protection," Tressler W. Callihan, manager, department of education, John Hancock Mutual Life.

10:30 a. m.—"Life Insurance as an Investment," M. Albert Linton, vice-president, Provident Mutual Life.

11:05 a. m.—"How to Sell Monthly Income Life Insurance," J. Elliott Hall, general agent, Penn Mutual Life.

11:45 a. m.—"Industrial Insurance."

12:15 p. m.—"What I Have Learned from This Morning's Session," John L. Shuff, manager, Union Central Life.

12:30 p. m.—Announcements.

12:40 p. m.—Adjournment.

1 p. m.—Million Dollar Round Table. Luncheon conference of writers who paid for \$1,000,000 during 1926, or in the year ending Oct. 1, 1927, Paul F. Clark, Boston, Mass., chairman.

Thursday Afternoon

Agency Management Group Meeting. Chairman, John Marshall Holcombe, Jr., manager Life Insurance Sales Research Bureau, Hartford.

2 p. m.—"Standardized Methods for Agents," Earl F. Colborn, Rochester, N. Y.

2:20 p. m.—"Problems of a Rural Agency," J. A. Wood, Oklahoma City, Oklahoma.

2:50 p. m.—"Demonstration of How to Sell the Job to the New Man," J. J. Harrison, Little Rock, Ark.

3:12 p. m.—"Value of Managers' Clubs," H. O. Wilhelm, Omaha, Neb.

3:40 p. m.—"My Scheme in Operating an Agency," Darby A. Day, Chicago, Ill.

4:10 p. m.—Summary, John Marshall Holcombe, Jr., Hartford, Conn.

4:15 p. m.—Adjournment.

Thursday afternoon at 3:30 p. m. will be held a barbecue at Dale Springs, with singing of negro spirituals by Mississippi darkies.

8 p. m.—Theater parties.

Friday, Oct. 14

Chairman of Morning Session, George W. Ayars, second vice-president, National Association.

9:15 a. m.—Singing, led by David E. Sprague, Boston.

9:25 a. m.—Invocation, Rev. J. T. O'Connor, church of the Blessed Sacrament, Memphis.

9:30 a. m.—"Bequest Insurance," Dr. Alfred Williams Anthony, chairman, committee on financial and fiduciary matters, Federal Council of the Churches of Christ in America.

10 a. m.—"A Successful Bequest Insurance Campaign," William M. Duff, Pittsburgh, Pa.

10:15 a. m.—"How I Have Guaranteed Completion of My Life's Plans Through Life Insurance," Col. Luke Lea, Nashville, Tenn.

10:45 a. m.—"Completion of Life's

Plans Through Life Insurance from the Woman's Point of View."

11 a. m.—"The Trust Company's Place in the Plans of the Life Underwriters," Leroy A. Mershon, manager, American Bankers Association.

11:30 a. m.—Five minutes again with David E. Sprague.

11:35 a. m.—"Pending Litigation to Follow Through on the Frick Decision," Roger B. Hull, managing director and general counsel, National Association of Life Underwriters.

11:50 a. m.—"Illustrations of Actual Sales in a Life Insurance Program," in charge of Charles C. Gilman, Boston, Mass.

"How I Sold an Income Policy," M. J. Donnelly, New Castle, Pa.

"How I Sold a Business Policy," Ralph G. Engelsman, New York.

"How I Sold an Educational Policy," James A. Whitmore, Hartford.

"Human Interest Values in Selling Any Policy," Robert J. Williams, Cincinnati, Ohio.

12:50 p. m.—Report of nominating committee, report of resolutions committee.

1 p. m.—Adjournment.

Friday Afternoon

All-Star Producers Session. Chairman of Session, John C. McNamara, Jr., New York, N. Y.

The following discussions are by five personal producers whose annual paid-for business averages at least \$2,000,000.

2:15 p. m.—Singing, led by David E. Sprague, Boston.

2:20 p. m.—"Changing Prospects to Policyholders Through Programming," Gustav C. Wuerth, New York.

2:50 p. m.—"Consecutive Weekly Production," George W. Ryan, Pittsburgh.

3:20 p. m.—"Estate Engineering," Earl G. Manning, Boston.

3:50 p. m.—Last spasm with "Dave" Sprague.

3:55 p. m.—"Favorable Publicity and Direct-by-Mail," J. Mitchell Thorsen, New York.

4:25 p. m.—"What Constitutes Efficient Trust Company Cooperation to Life Underwriters?" Edward M. McMahon, New York.

4:55 p. m.—Summary of the session, Franklin W. Ganse, Boston.

5 p. m.—Adjournment.

8 p. m.—Mass meeting, closing the convention.

LIBERTY LIFE HOLDS ITS SIXTH CONVENTION

(CONTINUED FROM PAGE 4)

Wayne County; F. A. Adams, supervisor East St. Louis agency; William Kenner, supervisor Wayne County agency; Irven Armstrong, supervisor Baltimore agency; H. L. Thompson, supervisor, Chicago; Beatrice Evans, Chicago; Stuart F. Whiting, supervisor St. Louis agency; J. B. Snowden, supervisor, east Kentucky; W. C. Ross, supervisor, Michigan; E. Birch, Kansas City.

Mr. Chennault, whose subject was "The Amount of Business an Agent Should Produce Yearly to Be a Success," said in part: "That salesman is a success who sells to the limit of his ability.—be this what it may. Some men have the ability to do \$200,000 a year and do not do it. Others have the ability to sell \$75,000 a year, and sell it. The latter are more successful than are the former, because they keep going always to the maximum of their ability."

Opening the Friday session, Miss Mayme Hickerson, manager of the company's policy department, made a concise and sparkling inspirational address in which she called the policy department the link between the company and humanity and said that where as the Negro in the last century has progressed principally only on church and fraternal lines and has suffered economically because of this, the time is come when he must brush aside sentimentality and must consciously take his place in the world of business. "The Negro must carry on in the political, industrial, economic world no less than in the church and fraternal world," she said.

Inspection Conservation Discussed

W. E. Watts, manager of the inspection department, gave the essence of his address in the phrase, "The purpose of inspection is to learn what is right with a risk as well as what is wrong with it."

Charles L. Lewis, manager of the conservation department, told the delegates: "All talk and writing about conservation can be boiled down to this, that conservation is synonymous with service to policyholders." He urged that the agents sell the business thoroughly; explain policies on delivery; warn against twisters; sell policies to fit cases; sell no more than the policyholder can carry; make service calls, especially during the first two years of the life of the policy; and do their best at all times to prevent lapsation.

Dr. Bousfield Leads Symposium

A symposium on "The Business Life Insurance," led by President Bousfield, detailed the operation of a life company in all its members and was contributed to also by E. B. Dickerson, general counsel; W. Ellis Stewart, secretary; and L. F. Simpkins, director of agencies.

The closing event of the convention was the banquet and the Bousfield Trophy award. The silver cup, which was given as well for agency-building value as for actual production, went to the Kansas City agency, directed by Elmore Williams.

MUTUAL TRUST LIFE MEN IN CONVENTION

(CONTINUED FROM PAGE 5)

and permanent disability and double indemnity.

Paul E. Walton of Milwaukee, who produced over \$500,000 last year, stated that 95 percent of the people do not think. "It is up to you to do the thinking for him," he said. He scored a big hit when he said: "Do not pick all the cripples for your company. Do a little sleuthing. You can easily tell just by a little examination whether or not the man is going to be able to pass. Do this and you will avoid a good deal of embarrassment."

John Nystul, general agent at Fargo, N. D., was the next speaker. He said, "The production club of any life insurance company has more meaning than a free vacation in return for a certain volume of business. The human element is all in life insurance. Membership in a production club gives new confidence. It gives a new vision of my own company. In meeting the other agents I get a greater prospective of company work. It shows me my part, it shows me my responsibility in building the company."

Now a Profession

John Goggin of Hartford, Conn., speaking on "Life Insurance as a Profession," said, "It is no longer a game but a profession of high calling. But we must analyze our own profession first. We must first exercise creative salesmanship, for we are selling something intangible and we are at the same time working out our life plan. Above all, do not sell a contest to the public. Contests are made to inspire agents and not to make you beg for business for yourself. A good underwriter must have the following qualifications: You must be well versed; you must be physically fit; you must have an A 1 standing in your community; you must act as a professional man." Mr. Goggin's talk was followed by a very clever comedy given by Halsey Steins of Chicago, who as a prospect came into the office of Agent Doc Little, which part was taken by A. E. Wilder.

Tribute to Officers

In a very inspiring talk in which he recalled the early history of the company, Charles G. Lundberg of Moline, Ill., one of the oldest general agents of the company, paid a beautiful tribute to the founders and pioneers. He gave an especially fine tribute to Edwin A. Olson, the president of the company and M. A. Nelson, treasurer. David Anderson of Chicago in his talk on "Putting It Over" said that a man cannot possibly dominate an interview if he is afraid of himself. He must carry confidence in himself and his company from

the president down to the lowest employee. Albert Swanson of Chicago followed Mr. Anderson and in his talk he said, "You must think in figures that fit the prospect. Do not try to sell a large amount of insurance to a little fellow and do not be afraid to quote a large amount to the fellow who can afford to buy it. Most of us take 'No' too quick for an answer." In a talk on "Overcoming Obstacles," Abraham Goldstein of Hartford made the point that the average agent gives up entirely too soon. He said, "In the first place a man is not prepared fairly to win. He does not really know what he is fighting for."

This session was closed by a splendid talk by Vice-president Peterson on "What is the Price?" Mr. Peterson emphasized preparation. It is all essential to have close, careful and good preparation. It is up to the individual to choose his own way.

Club Had Session

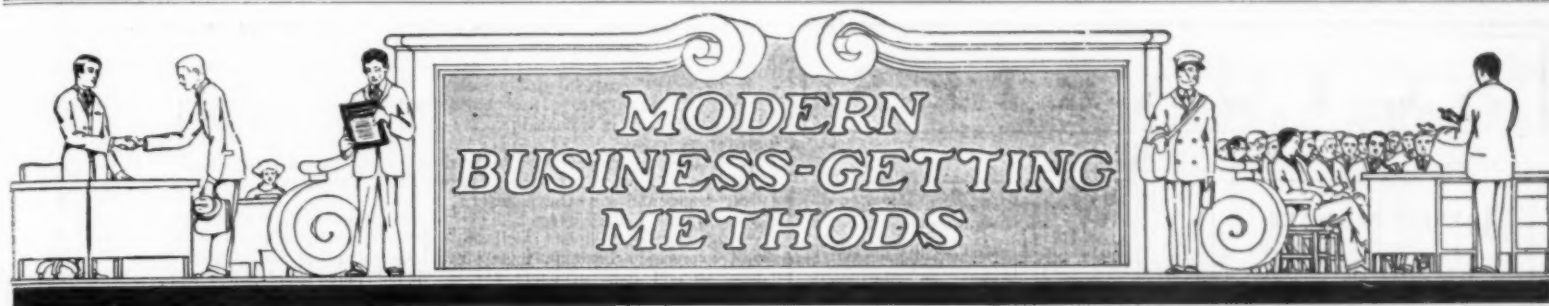
The Thursday evening session was held at Grand Canyon Lodge with Vice-president Peterson in charge. This was the organization club meeting and Mr. Peterson suggested the formation of a new club to be known as the "Organization Club" so that general agents could qualify for the convention except on an organization basis. A. E. Wilder in a very fine talk analyzed the general agent's job. He said, "It is intensive cultivation of a definite piece of territory assigned to him. The territory that is not disastrous develops a crop. Mr. Wilder urged the general agent to analyze his territory carefully. For example, does the general agent become aware of the wealth, if located in his territory? You cannot find the type of man you want as an agent unless you know the type you are looking for. Following this Mr. Wilder outlined the requirements for membership in the organization club. In going over the three qualifications outlined by Mr. Wilder in "On Finding the Man," George A. Hatzes of Manchester, N. H., said he finds that men who have had no experience in life insurance make the best agents, if they have the proper ambition and the proper background. Mr. Hatzes spoke from the standpoint of the city general agent and M. I. Solberg of Eau Claire, Wis., spoke on the same subject from the rural community standpoint. Mr. Solberg had worked entirely in rural communities. He picks up men with salesmanship ability. He maintains that when a man has signed up with a general agent, he must go out with the new man and write at least three or four applications to show him that it can be done and to stay with him to get the fellow started.

Must Visualize Ideals

On the subject, "Training a Man," S. P. Hedman of Worcester, Mass., said, "In training men have a clear picture of the agency you wish to create. The agent must represent the policyholder; he must be fair to his competitor and he must have the policyholder's viewpoint clearly in his mind all the time. Above all, an agent well selected is an agent half trained."

George E. Lindberg of Crosby, Minn., in speaking on the same subject said, "Spend enough time with a man so that he knows the facts in the business."

Israel Kaplan of Boston on "Super-vising Men" said, "The general agent must be a leader and must contain the respect of his men. He must be strict and at the same time he must be fair to the men. He must set an example in personal production or at least show the agents that he can produce if he has the time for personal production." O. I. Hertsgaard of Minneapolis spoke on the same subject. He said, "It is not necessary to supervise. I do not like that word. I would rather say that I am aiding, steering and helping a man. The general agent must know more than his men. He must continually keep ahead of his men. He must be a father confessor. He must let the men come to him with all their problems and be able to work out a satisfactory solution for them."



Many Reasons for Carrying Business Insurance, in Addition to the Basic Protection Against Death, Are Cited

DEATH is far from being the only reason for carrying business insurance, inasmuch as many other factors are to be considered in any business, according to T. M. Green of the Fidelity Mutual at Baltimore. Producing brains, buying brains, selling brains, organizing brains, he points out, all have their respective valuations, whether in a one-man business, a partnership or a corporation.

Uses Found in a One-Man Business

"If a man in a one-man business carries life insurance for his family," he said, "why is it not just as important to perpetuate his business and at the same time replace the income of the family that is lost when he dies? Again, he may wish to perpetuate his business for his son, who is to follow him across the bridge he has built. Still again, would it not be wise for him to look forward to the day when he might retire on the proceeds of a life income policy, which in

such a case would be business insurance? Or perhaps he may wish to buy his place when some long term lease that he carries has expired. In such a case a 20-year endowment business policy would buy the property for him. He will have made the purchase simply by paying some small amount, perhaps 3 or 4 percent of the principal.

Specimen Business Insurance Case

"I have in mind a large wholesale business in Baltimore owned by one man. He has a son going to college who will soon graduate and be ready to enter the business. He has about five trusted employees. One man of 41 has spent his whole life in the business. If the man were to die suddenly the business would be wiped out in a moment, and these men who have been loyal to him in building up the business would be without a job. A plan was outlined to this man whereby he could incorporate for \$200,000, which would be divided

into \$100,000 of 7 percent cumulative preferred stock and \$100,000 of common stock. Then the owner was to call in these young men who had helped him build his business and give them 49 percent of the common stock, he himself retaining 51 percent. The owner was insured for \$100,000 on the ordinary plan, payable to his wife, making his son the contingent beneficiary. Next there was an agreement entered into between this man and his business associates that in the event of his death the business would become automatically the property of the survivors, according to their holdings of the company's common stock.

Pay Premium Out of Bonus

"The premium could be paid by these young men out of a bonus given them every year. They would then in reality be buying out his business on the installment plan so that when the owner died the common stock would go to these capable young men. The preferred stock, of course, would still be owned by the widow and could be passed on to the son.

"If necessary, an arrangement could have been made in the business agreement giving the son the privilege of going into the business when he became

of age. Trustees would then have been appointed to look out for his interests until he reached maturity. Such an arrangement would have perpetuated an income of about \$6,000 to the widow, guaranteed the son's future, and absolutely assured the continuance of the business.

Use Outside Lawyers in Drawing Agreement

"The most important part of these cases is the agreement and I am of the opinion that if you can keep the man's lawyer out of the proposition, you will be much better off. Pick for yourself some prominent business lawyers in your town and let them attend to the writing of the business agreement in these cases.

"When a business is young and expanding, the question of credit is an important matter and can be solved by credit insurance in this way. If there is an indebtedness at the bank for notes on merchandise, then why not insure the brains of the business and assign it to the bank? I had a case of a tailoring business that was growing very fast with their credits at the bank multiplying correspondingly. I suggested one day to the president of the company that perhaps the bank would look with

(CONTINUED ON NEXT PAGE)

BROAD UNDERWRITING
SUB-STANDARD BUSINESS
COMPLETE PROTECTION
LIBERAL COMMISSIONS
HOME OFFICE CO-OPERATION

— Write —

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A. M. JOHNSON, CHAIRMAN OF THE BOARD CHICAGO ROBERT D. LAY, President

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We are tossing success into the laps of many field men who as managers are prosperous and happy. Our new policies sell rapidly. We extend persistent home-office co-operation.

We need managers in a few of the best cities in the great grain growing States. If interested let us hear from you at once.

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(CONT'D FROM PRECEDING PAGE)
more favor upon their loans if the company had a good sized policy written on his life, made payable to the company as beneficiary and absolutely assigned by the company to the bank. This was done—result, \$20,000 with a premium of about \$1,000. Later I found the company was buying enormous quantities of woollens from a large eastern wholesale house and that this account sometimes ran as high as \$30,000. I suggested that he take out a policy in favor of the wholesale house to cover this indebtedness. I asked him to call the wholesale house to see what it had to say if he in any way doubted the effectiveness of this suggestion. The wholesale house, of course, realized at once the value of the business insurance and went so far as to have their lawyer call me up, making provisions as to beneficiary and assignment. The net result of this interview was \$25,000 additional insurance, placed with a cash premium.

Business Insurance in Real Estate Field

"The real estate business, particularly in the development field, offers a unique opportunity for writing business insurance. Not long ago I opened up a case by a book lead. This man was making quite a development. I elicited from him the following information: (1) that the development would require approximately four years for completion; (2) that he owned no stocks or bonds, having kept all his money in cash for immediate use as necessary in his work; (3) that he owned a very expensive home that required a good deal of cash for its upkeep; and (4) his only other investment was in vacant land in different parts of the city for future development. It was easy to point out the extreme need of sufficient insurance coverage so that in case of his sudden death his wife could carry on with her home until she decided whether to keep it or sell it and allow her plenty of time to make arrangements either for the continuation of the real estate operation or the transfer and sale of undeveloped properties and those not yet completed. I showed him there was no other economical way for him to make up this deficit in his estate and that, if necessary, he could carry the insurance for just the period of the development and then take either his cash value in full or a paid-up policy. In either case his net cost would be extremely small. I sold him \$50,000 with a \$3,000 cash premium.

Every Case Requires Individual Treatment

"You will find in the course of your canvassing, either from a book lead or straight canvass, many interesting cases which provide openings for the sale of

business insurance. Each one of them requires a different handling of the situation and a certain amount of experience on the agent's part to grasp quickly the needs in each case. It is exceedingly interesting and is not as intricate as one might suppose.

"In talking to partners in business I often use as an argument something that happened on the Eastern Shore, Maryland. I had been talking to two young partners, both in their thirties and extremely healthy, trying my level best to sell each of them \$10,000 business insurance to cover their interests in their large retail men's furnishing business. But they could never be convinced, thinking nothing could happen to them. Not long after, as they were closing up for the day a fog rolled in from the bay. In a little hurry one of them started home a trifle early, driving through the town to within two squares of his home in the suburbs. At that point there was a sharp turn in the road. His lights were a little dim. Just as he made the turn a wagon loomed up ahead of him in the fog and the shaft of it went through the windshield, penetrating his chest and killing him instantly. When talking to his partner a few weeks later, he said he wished to heaven they had listened to my suggestions, for the death resulted in a quick forced sale of the business—every article in the entire establishment slashed down to a price less than cost in order to move it quickly. Finally, an auction sale to clean everything up to gather together sufficient money to pay the widow of the deceased partner.

"As a rule business insurance sticks," Mr. Green declared in conclusion, "and the premiums renew very nicely."

Missouri State's "Ad" Campaign

The Missouri State Life has perfected arrangements for one of the most comprehensive newspaper advertising campaigns yet undertaken by an American life insurance company. Over an eight weeks period advertisements will be in-

serted in the leading daily newspapers in 60 cities in the territory in which the company operates. It is planned to use a quarter page "ad" in each paper each week. The papers that will be used have a combined circulation of 6,250,000, which means the company will broadcast 50,000,000 individual sales messages during the campaign.

Later this daily newspaper campaign probably will be supplemented by advertisements in some of the country's leading periodicals.

WANTED STATE SUPERVISOR

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with income of
over three million
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B-18, care The Na-
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GREAT REPUBLIC LIFE INSURANCE COMPANY

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ATTRACTIVE GENERAL AGENCY OPENINGS IN TEXAS

Now available with this Progressive California Company in connection with its plan to establish Direct General Agencies in Houston, Dallas, and other large cities in that field. Very liberal contracts and fine line of policies. Applications now being considered from men of successful experience and satisfactory records. If interested write or wire.

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Get the facts about what the Pilot has to offer General Agents



We want general agents. Name your territory—there may be an opening.

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THE VERDICT

YOUR success as an underwriter depends upon the verdict brought in by the greatest jury in the world—the American public. For seventy-six years the Massachusetts Mutual has been building up a nation-wide reputation. Its friends are everywhere and are ever ready to testify to the efficient service that it always renders. There is no better company to buy from and none better to represent in the Field.

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Superintendent of Agencies

MASSACHUSETTS MUTUAL
LIFE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS

More than a Billion and a Half of insurance in force

Try This At Home



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Can you touch the wall with the back of your head, shoulders, hips, calves of your legs and heels, and hold this position as you walk away from the wall?

Or grasp the two knobs of a door and make every inch of your spine touch the edge of the door?

Or touch the wall only with chest and toes, then step back and hold your body in the same position?

Now stand naturally and ask some candid member of the family whether or not you stand correctly with head up, chin in, back straight, shoulders flat, abdomen in, weight on the balls of your feet.

WHY stand straight? For better appearance? Yes, partly. For added poise and dignity?—That also. For the stimulating effect upon self-confidence and courage?—Still another valuable benefit. But—most of all—because erect posture is an immediate tonic with no bad after-effect. Good Posture makes one feel more buoyant, gives a physical sensation of freedom and ease in the body.

But there is more than that to be gained from good posture. A straight body, carried correctly, gives one better health and added strength—it frequently corrects physical troubles that no amount of medicine will cure.

Those headaches of yours, those spells of indigestion, that dreadful feeling of depression—that the world is against you—may easily have resulted from the way in which you are carrying yourself.

Much of your nervousness, your fatigue and your backaches, your "rheumatic" pains and the possible poisoning that comes from intestinal sluggishness, often may be traced to faulty posture.

Your heart, lungs, stomach, kidneys, liver—working machinery of the body—are meant to be free and uncrowded.

When you "stand tall" and hold your spine straight, these organs have sufficient room to carry on their work.

When you slump over with rounded shoulders or spine curved in at the waist, you squeeze the organs together. The free action of your heart is threatened. Your stomach and liver cannot do their work so well. The kidneys may be forced out of place. Your blood cannot circulate so freely—some parts of your body may get too little blood, others too much.

When your chest is contracted your lungs cannot expand. Shallow breathing starves your blood for the life-giving oxygen which every part of your body must have.

The first lesson in singing, in public-speaking, and in athletics is correct posture to insure deep breathing. It is not necessary to have a perfect figure to stand or sit properly. But a perfect body can be ruined by bad posture.

Stand tall—stand correctly — stand straight.



Progressive Boards of Education, all over the country, recognize that pupils must sit properly during study hours. Curvature of the spine is sometimes caused by desks and chairs which do not permit the child to sit straight. Posture is taught in the daily calisthenics classes. Fatigue and malnutrition are guarded against, as frequent cause of bad posture.

Magazines and newspapers, more and more, are urging their readers to learn not only the advantages of correct posture, but also the dangers that attend bad posture.

In the Home Office of the Metropolitan Life Insurance Company striking physical improvement among our employees has been brought about by our Director of Posture. Bent bodies have been straightened. Headaches and other ailments of obscure origin have been made to disappear. Low spirits have been raised. Learning how to stand and sit correctly has added to health and happiness.

A valuable booklet on the subject of posture has been prepared and one copy will be mailed free to each person requesting it. Send for "The Importance of Posture."

HALEY FISKE, President.

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